



## **Choice Essential Oils LLC MAP (Minimum Advertised Price) Policy**

As part of its strategy to market the highest quality essential oil products, Choice Essential Oils LLC (Choice Essential Oils) has adopted a Minimum Advertised Price Policy (MAP Policy), which shall apply to distributors and retailers, including catalogue and internet retailers, (collectively, “Resellers”) located in the U. S. who resell Choice Essential Oils’s products to end users via the internet. This MAP Policy shall apply for all of Choice Essential Oils’s subsidiary brands (Aetos Essential Oils) and their respective products (the “Products”) sold through ecommerce channels of distribution or retail.

### **The policy is as follows:**

Choice Essential Oils recommends to its Resellers that the minimum advertised price (the “*MAP*”) for Choice Essential Oils’s products be set at **75% of Suggested Retail Price (“SRP”), which equals a discount of 25% off Suggested Retail Price.**

Advertised prices of Products may not appear on the Internet at a discount of more than twenty percent (25%) off of the Choice Essential Oils’s suggested retail price (SRP) in effect at that time. Net price shall mean the stated list price less all discounts, coupons, or allowances. Choice Essential Oils reserves the right to change the applicable Minimum Advertised Price upon thirty days’ notice. In addition, customers of Choice Essential Oils are responsible to distribute this policy, or otherwise apprise their customers (resellers) of the terms of this policy.



## **Consequences of Violation of this MAP Policy:**

This Policy is not applicable to in-store advertising that is displayed exclusively in physical retail locations and not distributed to any consumer. In-store displays, markdowns, point-of-sale signage, hangtags or similar markings on products that state price are not considered “advertisements” under this Policy

If Choice Essential Oils determines that a Reseller has taken any action that does not uphold this policy (after written notification and a “compliance grace period” of 5 business days in which to correct advertised price), Choice Essential Oils will exercise the following: and for Reseller’s violating this MAP Policy a second time, Choice Essential Oils will refuse to accept new orders for so long as the product in question appears on the MAP Listing.

*First violation* – Choice Essential Oils will remove the customer from all links and listings on Choice Essential Oils (Aetos Essential Oils) web sites and from referrals generated by consumer advertising for a period of 30 days.

*Second violation* – Choice Essential Oils will cancel all orders from that Reseller for the given Product; and will refuse to accept new orders for a period of sixty (60) days.

*Third violation* – Choice Essential Oils will suspend the customer's purchasing status indefinitely.

## **Authority**

Choice Essential Oils has adopted this MAP Policy unilaterally, in furtherance of its independent business strategy and reserves, at its



sole discretion, the right to change its MAP Policy and to interpret, enforce and otherwise handle all questions and issues related to the policy. No sales representative or employee of Choice Essential Oils has any authority to discuss or modify this policy and any action of any person, which claims to modify this policy or to solicit or obtain the agreement of any person to the policy, is unauthorized and invalid. Any questions about this policy should be in writing and directed to Andrew Levine, 459 Columbus Ave., #605, NY, NY 10024, [andy@choiceessentialoils.com](mailto:andy@choiceessentialoils.com), who will respond only in writing. No oral communications about this policy are authorized. The foregoing MAP Policy and any MAP Product Listing is subject to modification or discontinuance by Choice Essential Oils, in its sole and absolute discretion, at any time. Any action taken by Choice Essential Oils under this policy shall be without liability to Choice Essential Oils.

Each Choice Essential Oils reseller is free to decide whether or not to follow this MAP policy regarding an advertised price. However, advertising a price or taking other action that is contrary to this policy results in the above-mentioned actions. In addition, the MAP policy does not apply to a reseller's actual sale price. Each Choice Essential Oils reseller is free to independently set actual resale prices at whatever level they choose.