



MINIMUM ADVERTISED PRICING (MAP) & INTELLECTUAL PROPERTY (IP) Policy

ecoNugenics Inc. sincerely appreciates the confidence shown in our products and the interest in making these products available to end consumers. Due to the extensive investment we have made in researching, developing, manufacturing and building a unique market image for our products, we are anxious to protect our brand through a formal Minimum Advertised Price (MAP) and Intellectual Property (IP) Policy. By purchasing ecoNugenics' products for resale, all parties agree to adhere to our MAP and IP Policy as follows:

- While actual sales price is to be set at the discretion of the individual reseller, this MAP policy deals specifically with the publicly advertised pricing
- The term "advertised" includes – but is not limited to – public audio, video, online or printed materials
- **ecoNugenics products** (including our brand likeness or trademarks) may not be advertised for any prices less than the MAP price as shown on the attached price sheet (equivalent to 92% of the current Suggested Retail Price – SRP)
- Prices may not be concealed below MAP in internet shopping carts by using click-through practices, such as "too low to show" or "add to cart to view price", and/or any other method(s) to conceal prices

Rights and Restrictions: ecoNugenics specifically authorizes legitimate resellers to use our registered trademarks solely for the promotion or sale of ecoNugenics' products. ecoNugenics retains all rights, title and interest in and to our trademarks and other intellectual property. Significant goodwill and brand value are associated with ecoNugenics' trademarks and we therefore require resellers of our products to operate their businesses consistent with the highest integrity and good business standards. No warranties, claims or representations about ecoNugenics' products are to be made that are inconsistent with ecoNugenics' current labels and/or printed literature.

Paid Search Platforms: Resellers are not allowed to use the ecoNugenics brand name and any product names in any paid search platforms (specifically but not limited to Google and Bing).

Amazon Channel: Econugenics Inc. has made the decision as a company to work with an exclusive Amazon FBA reseller to help us protect and grow our brand on Amazon and offer the best overall experience to customers. Effective June 1, 2018, Amazon resellers are not authorized through us or our distributors. All non-authorized Amazon listings after July 1, 2018 will receive a trademark infringement notice from the Amazon Brand Registry.

Violation of ecoNugenics MAP or IP rights: ecoNugenics Inc. reserves the right to discontinue sales to any party that violates our MAP policy or misuses any of our intellectual property (trademarks, patent numbers, trade dress, etc.) Pricing adjustments to meet the terms of the MAP policy should be made within 48 hours in the case of online advertising or within 30 days for any printed pricing. IP violations must be corrected within 10 days of notification from ecoNugenics.

It is agreed that _____ as a customer of ecoNugenics or as a customer of any of our authorized distributors/wholesalers, will comply with the MAP policy and Intellectual Property policy as explained above.

Name: _____ Date: _____

Signature: _____



MINIMUM ADVERTISED PRICE LIMITS [MAP] - 2020

(effective June 1, 2020)

ITEM	DESCRIPTION	CONTENTS	SUGGESTED RETAIL	MAP PRICING LIMIT 8% OFF RETAIL
BDF120	BreastDefend®	120 caps	\$ 107.95	\$ 99.31
CELLSH60	Cellular Shield®	60 caps	\$ 51.95	\$ 47.79
CIRC60	CircutoI®	60 caps	\$ 44.95	\$ 41.35
EDTOX90	ecoDetox®	90 caps	\$ 63.95	\$ 58.83
EMET90	ecoMetabolic®	90 caps	\$ 63.95	\$ 58.83
PRIOBIO500	ecoProbiotic™	500 ml/17 fl oz	\$ 49.95	\$ 45.95
ESLP60	ecoSleep®	60 caps	\$ 42.95	\$ 39.51
GLYCLR90	GlyphoCleanse™	90 caps	\$ 49.95	\$ 45.95
HONPUR30	HonoPure® 30	30 caps	\$ 44.95	\$ 41.35
HONPUR120	HonoPure® 120	120 caps	\$ 107.95	\$ 99.31
IDF60	Integrative Digestive Formula®	60 caps	\$ 42.95	\$ 39.51
MLONG180	Men's Longevity Essentials®	180 caps	\$ 42.95	\$ 39.51
MYCADR90	MycoAdrenal	90g powder	\$ 69.95	\$ 64.35
MYCADR60	MycoAdrenal	60 caps	\$ 49.95	\$ 45.95
MYC120	MycoPhyto® 120	120g powder	\$ 82.95	\$ 76.31
MYC180	MycoPhyto® 180	180 caps	\$ 104.95	\$ 96.55
MYC60	MycoPhyto® 60	60 caps	\$ 42.95	\$ 39.51
MYCLYME120	MycoTick Shield	120g powder	\$ 79.95	\$ 73.55
MYCLYME90	MycoTick Shield	90 caps	\$ 59.95	\$ 55.15
PADMA180	Padma Basic® 180	180 caps	\$ 102.95	\$ 94.71
PADMA60	Padma Basic® 60	60 caps	\$ 42.95	\$ 39.51
PCC180	PectaClear® 180	180 caps	\$ 102.95	\$ 94.71
PCC60	PectaClear® 60	60 caps	\$ 44.95	\$ 41.35
PECT150	PectaSol-C® 150	150g powder	\$ 51.95	\$ 47.79
PECT270	PectaSol-C® 270	270 caps	\$ 82.95	\$ 76.31
PECT454	PectaSol-C® 454	454g powder	\$ 115.95	\$ 106.67
PECT90	PectaSol-C® 90	90 caps	\$ 42.95	\$ 39.51
PECTCHEW	PectaSol-C® Chewable Tablets - Tangerine	120 tablets	\$ 54.95	\$ 50.55
PECTFLAV-184	PectaSol-C® Lime Flavored Pwdr	30 servings	\$ 54.95	\$ 50.55
PECTFLAV-551	PectaSol-C® Lime Flavored Pwdr	90 servings	\$ 125.95	\$ 115.87
PECTFLAV-PKT	PectaSol-C® Lime Flavored Pkts	30 servings	\$ 72.95	\$ 67.11
PROST120	ProstaCaid®	120 caps	\$ 104.95	\$ 96.55
10MSH120	Ten Mushroom®	120 caps	\$ 42.95	\$ 39.51
WLONG180	Women's Longevity Rhythms®	180 caps	\$ 42.95	\$ 39.51
WGOLD240	Women's Longevity Rhythms Gold®	240 caps	\$ 51.95	\$ 47.79

I agree to abide by this MAP Pricing Policy:

Date: _____

Company: _____

Signature: _____

www.econugenics.com
sales@econugenics.com
 Phone: 888.570.7632 • Fax: 707.526.7689

396 TESCONI COURT, SANTA ROSA, CA 95401

Our MAP Pricing is always 8% less than the Suggested Retail Price of our current published price list. If you are not sure you have our current price list please contact Sales at sales@econugenics.com.