

**Jadience Herbal Formulas, Inc.**  
**Minimum Advertised Price Policy (MAP)**

In order to protect Jadience Herbal Formulas, Inc.'s reputation for exceptional products, and to protect our authorized online retailers, Jadience Herbal Formulas, Inc. has instituted a Minimum Advertised Price Policy for all of our products.

The Minimum Advertised Price for Jadience Herbal Formulas, Inc. (Jadience) products is 10% below the manufacturer's suggested retail price. Exceptions will be made for periodic sales and promotions, which shall not exceed more than 30 consecutive days in duration; in this regard, any discounts below the MAP, must clearly show the regular retail price (not lower than the MAP) and describe the discount and the periodic sale period for which the product is discounted.

Any price information relating to Jadience products on an Internet website which can be accessed directly through any hypertext link or by any other method which uses the hypertext transfer protocol (http) is considered to be advertising for purposes of this policy.

Through our MAP, it is our goal to maintain the integrity of our brand and our product, and the brands of our online retail partners. We appreciate your cooperation in upholding this policy and the benefits it provides to us, your store, and your consumers.

Acknowledged:

\_\_\_\_\_  
Retailer Name

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Names and URLs of **online** locations (if applicable) where products will be sold