



Internet Minimum Advertised Price (MAP) Policy

Introduction and Rationale

The L-Nutra, Inc. Minimum Advertised Price Policy (MAP) governs the internet resale of products purchased from L-Nutra. This policy is provided to all new and existing customers as a benefit of being a valued customer of L-Nutra. At L-Nutra we make a committed effort to support your sales of our products through our brand advertising, promotions, product demonstrations, and consumer education. As a condition of being an Internet Reseller of L-Nutra products, it is essential that you adhere to the following terms and conditions. Failure to abide by these terms and conditions may result in the suspension and/or termination of your account with L-Nutra.

Terms and Conditions

1. L-Nutra establishes a Minimum Advertised Price (MAP) for its products. MAP may be adjusted by L-NUTRA at its sole discretion by giving a seven (7)-day notice to you via email or facsimile. Such adjustments shall be uniformly applied to all L-NUTRA dealers and distributors in the United States.
2. International Restrictions—At this time, L-Nutra does not ship internationally. Should this change, we will update you.
3. The MAP applies to all advertisements for L-NUTRA products in any and all media, including, but not limited to: Flyers, posters, brochures, special offers, coupons, mailers, emails, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio, and other public displays.
4. For Internet Resellers, the MAP specifically allows a maximum advertised discount of up to, but no more than, ten (10) percent off the Manufacturer Suggested Retail Price (MSRP) as indicated by the current professional division pricing schedule supplied by L-NUTRA and attached hereto. L-NUTRA retains the right to modify MSRP at any time and will notify all dealers and distributors of such price modifications. All Internet Resellers must implement such modifications within thirty (30) days from the date of receipt of such notice.
5. Internet Resellers are only authorized to sell to consumers and patients. Sales of L-NUTRA Professional Line product through and/or to third-party resellers such as Amazon, e-bay, and Craigslist are strictly prohibited. Promotion using paid digital media (PPC, paid search, display ads, etc.) for any L-Nutra products outside of your existing customer or remarketing list is strictly prohibited. Using any trademarked L-Nutra terms for digital marketing of any kind is not authorized. Discovery of such resell activity may result in immediate termination of the business relationship between L-Nutra and the entity selling through third-party resellers, or marketing through paid digital media.
6. The MAP applies to the price at which L-NUTRA products are offered for sale to a consumer from the Internet Reseller. Final sales price remains totally at Internet Reseller's discretion within the agreed Minimum Advertised Price Policy to be anywhere between MSRP and a maximum of ten (10) percent off. The Internet Reseller understands that a violation of this policy is grounds for termination of the Internet Reseller relationship with L-NUTRA.

L-Nutra, Inc.

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7. Any variation between the advertised price, the in-cart price, and/or the checkout price is prohibited.
8. Zero Tolerance for Violations.
 - a. Notification of the L-NUTRA Professional Division MAP policy has been provided to all L-NUTRA clients. If L-NUTRA determines that an Internet reseller is in violation of its MAP policy, L-NUTRA will immediately revoke the authorization to purchase any of the company's products for a period of one year.
 - b. Subsequent violations may result in permanent termination of the business relationship.
9. L-NUTRA may periodically discontinue products or engage in promotions with respect to certain items. In such events, L-NUTRA may, at its discretion, modify or suspend the MAP Policy with respect to the affected products by timely notifying all dealers of such change. Such notifications shall be made in writing to the dealer or distributor by facsimile, mailed letter, or email.
10. Full Disclosure of All Trade Names Held By You Selling L-Nutra Products—Internet Reseller acknowledges full disclosure of all of its corporate names and business names under its control (DBAs— Doing Business As) to L-NUTRA and has disclosed a list of any such business names to L-NUTRA. Internet Reseller understands that multiple accounts with L-NUTRA under different business names, but under the control of a parent corporation or owner are not permitted. All orders with L-NUTRA shall occur from the Parent Corporation or business.
11. Paid Membership Discount Clubs—Some Internet Resellers have paid membership discount clubs that offer members lower prices during specific and limited time periods. During these member-specific sales, L-NUTRA will allow our products to be sold at the discounted rate, providing that the promotion is not brand specific. All similar products must, therefore, be equally discounted under the terms of the paid membership discount club. L-NUTRA always reserves the right to evaluate this policy in order to protect its brand.