

Patient One MediNutritionals™

Minimum Advertised Price (“MAP”) and Internet Resellers Policy

Patient One MediNutritionals is a health care professional-exclusive supplement line, sold only through verified and authorized health care practitioners. We recognize that our customers provide professional services through various means, including office dispensaries, practitioner-related storefronts and the Internet. Our MAP and Internet Resellers Policy is designed to maintain the integrity of our product line while supporting a fair and competitive sales environment for all of our customers.

*Patient One practitioner-customers should note that **this MAP Policy does not apply** to the discounting of Patient One products to a patient when the discounting takes place within the practitioner’s office setting, or via a practitioner’s print and email advertising to a private patient base. “Patient” is defined as an individual who is treated and monitored in the practitioner’s office.*

Minimum Pricing

Patient One MediNutritionals may not be sold or advertised at less than the Suggested Retail Price (SRP) /Patient Price in effect at the time of advertising. Advertising media includes the Internet, mailers/emails, flyers, inserts, coupons, posters, newspapers, magazines, catalogs, mail order catalogs, etc. Any advertisements, discounts, rewards programs, special offers, sales promotions, coupons, etc. must explicitly state “Not Valid on Patient One Products.” This policy applies to volume discounts or other promotions that would cause the unit price to be less than SRP/Patient Price. Patient One reserves the right to modify SRP/Patient Price at any time and will notify customers of price modifications. Practitioners are solely responsible to comply with all applicable laws and regulations when advertising or selling Patient One products.

Actual Resale Price

Patient One MAP provisions do not establish the practitioner’s actual resale price. Practitioners are free to set the actual resale price as they deem appropriate, provided that all products checkout at or above the SRP/Patient Price (normally the page at which the end user finally purchases the product). Access to an actual resale price that is lower than SRP via the Internet may only be granted through restricted web pages protected by a unique code that is provided to patients treated in the Practitioner’s office only. This unique code may not be communicated via email, published anywhere on the website or be made known to anyone but the Practitioner’s private patients.

Internet-Based Selling

Customers are not permitted to sell or advertise Patient One products on the Internet without the express written permission of Patient One, or to sell our products to other businesses that will sell or advertise our products on the Internet. Patient One MediNutritionals may be sold on customer-owned sites only and in unit volumes appropriate for individual personal use only. We do not authorize or allow sales of our products on third-party sites or auction-type marketplace or classified-ads-type websites (such as eBay, Amazon, etc.). If products appear on

third-party websites from untraceable sources, third-party sites are obligated to adhere to the provisions of this Policy. Customers may not use any Patient One product names, trademarks or copyrights as part of a URL (Universal Resource Locator), secondary domain name, meta-tags, key words or file names. Customers may not advertise discounted or promotional Patient One products on Internet search engines (such as Yahoo, Google, etc.).

Branding, Copyright and Trademark

The integrity of the Patient One brand must be protected at all times. Content displayed on the Patient One website, product packaging, catalogs, product information sheets, brochures, advertisements, emails and other marketing materials are copyrighted and trademarked. The unauthorized use of copyrights, trademarks, logos, manufacturing images, product images, copy, or other Patient One information on the Internet without express consent is prohibited. All photos, images, and product and/or company description content pertaining to or describing Patient One must be current and obtained from Patient One directly. This information cannot be pulled from the Patient One website or other Internet sources, unless specifically directed in writing by Patient One.

International Restrictions

Patient One products are for distribution in the United States only. Due to international supplement regulations and policies governing such products, products cannot be shipped internationally.

Policy Compliance

Patient One-approved practitioners must abide by the terms and conditions outlined in this Policy, as well as the Terms and Conditions outlined on our web site. Should a customer fail to comply, Patient One will notify them by phone, email or standard mail of the violation and immediately place the customer's account on hold until the customer has come into compliance. Failure to comply with the MAP and Internet Resellers Policy may result in temporary or permanent revocation of the customer's wholesale purchasing privileges, suspension of the account or termination of the account.

Patient One-Authorized Healthcare Professional

Name: _____ Title: _____

Practice Address: _____ Practice Phone #: _____

City: _____ State: _____ ZIP: _____

Email Address: _____ Web Address: _____

Agreement executed on the date set forth below:

Signature: _____ Date: _____