

Renew Life Formulas, LLC Minimum Advertised Price Policy - HFS

In order to preserve the Renew Life Formulas, LLC (“**Renew Life**”) brand equity in the marketplace and prevent erosion of the products’ perceived value, Renew Life has unilaterally adopted a Minimum Advertised Price (MAP) Policy (the “Policy”) with respect to its Renew Life products. The MAP Policy is effective September 1, 2018 and applies to all of the Renew Life products listed in the appendix of this Policy.

Renew Life delivers superior digestive health products to consumers with the highest ingredient, sourcing and sustainability standards and a superior efficacy relative to other offerings in the category. Our objective is to maintain the strong brand equity of Renew Life products while delivering a consumer preferred product. The advertising of deeply discounted prices for Renew Life products would harm the brand equity and reduce the efficiency of Renew Life’s distribution strategy. In addition, deeply discounted prices would undermine Renew Life’s ability to maintain ongoing investment levels in its products and to continue to deliver consumer preferred, premium products in the marketplace.

Under this Policy, Renew Life reserves the unilateral right to reduce trade funding and/or discontinue the sales to any seller of Renew Life who advertises Renew Life products at prices below the suggested minimum advertised price as stated in the appendix of this Policy. Sellers of Renew Life products include, but are not limited to, in store retailers, internet retailers, and individual sellers.

This Policy applies only to the advertised price of Renew Life products, not the price at which products are actually sold. Advertised prices under this Policy include, but are not limited to: print advertisement; in store or out of store coupons; special offers; broadcast advertisement; showing a dollar value “netted out” below MAP; direct mail; internet advertisement or communication; advertised coupons on a single item; and the inclusion of Renew Life in a bundled, brand, or category wide discount or coupon where the value of the offer as applied on the Renew Life product(s) results in a net price below MAP (illustrative examples include the following: (1) Buy one Renew Life product, get one 25% off would be consistent with the Policy if the average price of the products with the advertised discount applied to such products does not result in a net price below MAP; (2) Buy Any Renew Life Product, Get \$5 Off would be inconsistent with the policy if the \$5 offer applied entirely to any Renew Life Product results in a price below the MAP). For the purpose of applying this Policy, Renew Life considers online prices (other than prices on the in-cart or other intent to purchase pages) to be advertised prices.

The Policy does not cover the following sales practice:

- If a retailer’s pricing policy is to use a price that has as its last digit (i.e., 0 – 9 cents) a number other than 9, Renew Life will not consider the usage of that “last digit policy” to be inconsistent with this Policy as long as the last digit policy applies to all competing brands. Example: An advertised price of \$29.94 is consistent with this MAP Policy where the MAP is \$29.99 and where pricing for all competing brands follows the same last digit policy.
- Subscription programs through which customers obtain a discount by subscribing for regular purchases of the product.

Renew Life reserves the right, within its unilateral and sole discretion, to make judgments regarding the optimal distribution strategy for Renew Life products and to evaluate without negotiation whether the actions of sellers are consistent with this Policy and Renew Life’ overall strategy.

In the event that Renew Life becomes aware of a seller advertising Renew Life products in a manner that is inconsistent with this Policy, Renew Life reserves the right, in its unilateral discretion, to reduce trade funding, limit participation in unique incentives and quarterly promotions, and/or discontinue selling products to sellers according to the following scale:

- First Instance of Inconsistent Advertising: customer will not receive any Renew Life Trade and Shopper Marketing funds for 3 months.
- Second Instance of Inconsistent Advertising: Renew Life will stop selling Renew Life Products to customer for 3 months and the customer will not receive any Renew Life Trade or Shopper Marketing funds during this time.
- Third Instance of Inconsistent Advertising: Renew Life will stop selling of Renew Life Products to customer for 6 months and the customer will not receive any Renew Life Trade or Shopper Marketing funds during this time.

If a customer with multiple store locations advertises Renew Life products at prices that are inconsistent with this MAP Policy as to any particular store location, then Renew Life will consider the inconsistent advertising to extend to all of the customer’s locations. Similarly, if a customer has any subsidiaries or affiliates or conducts business under another name, this MAP Policy will apply to all such entities. If any such entity advertises Renew Life products at prices that are inconsistent with this MAP Policy, then Renew Life will consider the inconsistent advertising to extend to all of the customer’s related business entities. Renew Life reserves the right to take actions consistent with this Policy retroactively, if and when Renew Life determines that an entity that has engaged in inconsistent advertising is related to or affiliated with an existing customer.

Renew Life does not seek, nor will we accept, any agreement or assent from customers with respect to this Policy, either now or at any time in the future. This Policy is being established by Renew Life unilaterally and therefore is not subject to negotiation. Renew Life will implement this Policy based on information deemed sufficient by Renew Life, and all such determinations are final. We reserve the right at any time to modify this Policy, to establish new or different policies or discontinue any or all such policies. This Renew Life MAP Policy shall remain in effect until modified or terminated by us in writing sent to you.

If you carry Renew Life products, please notify the appropriate individuals at your company of this Policy to ensure they are aware of this Policy when determining how you will advertise and promote Renew Life products.

Important: the Retailer alone has the sole discretion to determine both advertised price(s) and selling price(s), and must independently decide whether to advertise on terms that are consistent with this MAP policy.

APPENDIX: Participating SKUs

Item Number	Product Name	12 DIGIT UPC	MAP Price	Comments
15579	NG Critical Omega 60ct	631257155795	\$ 22.49	
15405	NG Critical Omega 120 ct	631257154057	\$ 40.49	
15407	NG Super Critical Omega 60 ct	631257154071	\$ 40.49	
15447	Gentle Move	631257154477	\$ 7.49	
15521	ParaSmart 2-part kit	631257320902	\$ 28.49	
15522	CleanseSMART 2-part kit	631257534507	\$ 24.74	
15523	CleanseMore 60 ct	631257534408	\$ 14.24	
15524	CandiSmart 2-part kit	631257355553	\$ 28.49	
15525	Liver Detox 2-part kit	631257624505	\$ 29.99	
15528	CandiZyme 45 ct	631257534644	\$ 22.49	
15533	DigestMore Ultra 45 ct	631257534835	\$ 22.49	
15535	DigestMore Ultra 90 ct	631257534781	\$ 37.49	
15541	GasStop 60 ct	631257534897	\$ 14.99	
15542	HeartburnStop 30 ct	631257534941	\$ 10.49	
15549	CandiZyme 90 ct	631257535191	\$ 35.24	
15554	NG Super Critical Omega 30 ct	631257155542	\$ 22.49	
15557	Flush & Be Fit 3-Pt kit	631257155573	\$ 22.49	
15561	Bowel Cleanse 150 ct	631257535467	\$ 14.99	
15562	Triple Fiber 150 ct	631257535474	\$ 14.24	
15564	Total Body Rapid Cleanse 7-Day 3-part kit	631257560247	\$ 22.49	
15565	Total Body Cleanse 14 Day 3-pt Kit	631257560209	\$ 27.74	
15566	Ultimate Flora Baby Probiotic 2.1 oz	631257560308	\$ 20.24	
15570	Extra Care Liver Support 90 ct	631257155702	\$ 29.99	
15578	NG Daily Omega 60 ct	631257155788	\$ 14.99	
15613	Digest Smart Extra Care 45ct	631257156136	\$ 22.49	
15618	Digest Smart Adult 50+ 45ct	631257156181	\$ 22.49	
15629	FiberSmart 200 ct	631257534682	\$ 20.99	
15630	FiberSmart Powder 12 oz	631257534675	\$ 22.49	
15632	FiberSmart 120 ct	631257534095	\$ 13.49	
15633	DigestMore 90 ct	631257851116	\$ 19.49	
15638	IntestiNew Powder 5.7 oz	631257632128	\$ 29.99	
15643	IntestiNew 90 ct	631257347299	\$ 27.74	
15644	CleanseMore 100 ct	631257534699	\$ 22.49	
15645	DigestMore 135 ct	631257534712	\$ 27.74	
15673	UF Extra Care Go Pack 30 Bil 30ct	631257156730	\$ 22.49	
15674	UF Adult 50+ Go Pack 30 Bil 30ct	631257156747	\$ 22.49	
15695	UF Probiotic sour Gummies 3 Billion (60 gummies)	631257156952	\$ 15.37	
15715	NG Kids DHA 60 ct	631257157157	\$ 11.24	
15718	Ultimate Flora Kids Probiotic 3 Billion 60ct	631257157188	\$ 22.49	
15719	Ultimate Flora Kids Probiotic 1 Billion 60ct	631257157195	\$ 11.24	
15720	Digest Smart Kids Enzyme 60ct	631257157201	\$ 11.24	
15721	Gentle Move Kids Colon Support 60ct	631257157218	\$ 11.24	
15809	UF Extra Care Go pack 50B 30ct	631257158093	\$ 29.99	
15810	SG Organic Acacia Fiber	631257158109	\$ 14.99	
15810	Skinny Gut Acacia Fiber (FDM Banded)	631257158109	\$ 14.99	
15811	SG Organic Fruit & Acacia Fiber	631257158116	\$ 14.99	

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15854	Organic Clear Fiber 9.5 oz	631257158543	\$ 14.99	
15877	UF Everyday Go Pack 15B 60 ct	631257158772	\$ 28.49	
15878	UF Women's Care Go Pack 15B 60 ct	631257158789	\$ 28.49	
15912	UF Probiotic Gummies 3 Billion (60 gummies)	631257159120	\$ 15.37	
15976	Digest Smart chewable, Berry 90ct	631257159762	\$ 20.24	
15977	UF Extra Care Go Pack 50B 60 ct	631257159779	\$ 50.99	
1530000	Restore 10B Go Pack	631257120137	\$ 11.24	
1530001	Mood & Stress 3B Go Pack	631257120144	\$ 20.99	
1530002	Prenatal Probiotic	631257120236	\$ 22.49	
1550021	UF Extra Care 100B 30ct	631257153500	\$ 44.99	
1550006	UF Everyday 15B 30 ct	631257535597	\$ 17.24	
1550007	UF Everyday 15B 60 ct	631257158673	\$ 29.99	
1550008	UF Extra Care 50B 14 ct	631257535511	\$ 16.49	
1550009	UF Extra Care 50B 30 ct	631257535504	\$ 29.99	
1550010	UF Extra Care 50B 60 ct	631257156587	\$ 50.99	
1550011	UF Extra Care 50B 90ct	631257156693	\$ 67.49	
1550012	UF Colon Care 80B 30 ct	631257156600	\$ 37.49	
1550013	UF Colon Care 80B 60 ct	631257158741	\$ 67.49	
1550014	UF Extra Care 200B 7 packets	631257158598	\$ 22.49	
1550015	UF Extra Care 150 Bil 30ct	631257156709	\$ 52.49	
1550016	UF Men's Complete 90B 30ct	631257156204	\$ 37.49	
1550017	UF Daily Immune 25B 30ct	631257154316	\$ 24.74	
1550018	UF Adult 50+ 30B 30 ct	631257595607	\$ 22.49	
1550019	UF Adult 50+ 30B 90 ct	631257158840	\$ 52.49	
1550020	UF Adult 50+ 30B 60 ct	631257158659	\$ 39.74	
1550022	UF Women's Vaginal 50B 30 ct	631257535610	\$ 29.99	
1550023	UF Women's Vaginal 50B 60 ct	631257158666	\$ 50.99	
1550024	UF Women's Complete 90B 60ct	631257156211	\$ 67.49	
1550025	UF Women's Complete 90B 30 ct	631257156679	\$ 37.49	
1550026	Daily Balance Probiotic + Organic Prebiotic 60ct	631257159809	\$ 29.99	
1550027	Immune Health Probiotic + Organic Prebiotic 60ct	631257159816	\$ 29.99	
1550028	Diarrhea Settle & Restore Probiotic + Organic Prebiotic 60ct	631257159823	\$ 29.99	
1550029	Constipation Return to Regular Probiotic + Organic Prebiotic 60ct	631257159830	\$ 29.99	
1550030	Women's Daily Probiotic + Organic Prebiotic 60ct	631257159847	\$ 29.99	
1550055	Health Weight Probiotic + Organic Prebiotic 60ct	631257120632	\$ 29.99	NEW- SOS 1/17/19
1550056	Optimal Energy Probiotic + Organic Prebiotic 60ct	631257120649	\$ 29.99	NEW- SOS 1/17/19
1570006	Organic Kids Daily Complete 30ct	631257159854	\$ 24.74	
1550035	First Cleanse 2-part kit	631257535238	\$ 20.99	
1550036	Organic Triple Fiber Powder 12 oz	631257535450	\$ 11.99	
1570000	Baby Probiotic Colic Drops (Baby Aisle)	631257120151	\$ 22.49	
1570001	Baby Probiotic Colic Drops (Vitamin Set)	631257120205	\$ 22.49	
1570002	Kid's Daily Boost Probiotic	631257120212	\$ 21.74	
1570003	Kid's Ear, Nose & Throat	631257120229	\$ 22.49	

