

ZyCal Bioceuticals MAP Policy

A Minimum Advertised Pricing (MAP) Policy has been adopted for ZyCal Bioceuticals' products to protect the reputation and integrity of products manufactured by ZyCal Bioceuticals, Inc. The goal in enacting this policy is to avoid depreciation of, or damage to, the trademarks, brands or tradenames under which its products are sold and to maintain an equitable profit margin to assure the welfare of ZyCal Bioceuticals' Distributors and Healthcare Professionals. This policy applied to all of ZyCal Bioceuticals' product, both professional line and consumer/retail line.

Retail MAP

ZyCal Bioceuticals will allow a discount of up to 10% from the MSRP on the consumer product line only in order to facilitate retail-friendly price points. This does not apply to ZyCal's professional product line which is prohibited from being advertised or sold in retail, or on-line retail stores, with the exception of on-line, licensed healthcare professional website and at full retail price.



Professional & Wholesale MAP

ZyCal Bioceuticals' professional product line is offered at wholesale pricing only to authorized and licensed healthcare professionals who provide a copy of their practitioner's state license, professional degree, certificate, or diploma.

ZyCal Bioceuticals' professional product line is offered at distributor pricing only to authorized wholesalers who sell professional product ONLY to authorized and licensed healthcare professionals who provide proof of a professional degree, practitioner's state license, certificate or diploma.

Authorized distributors MUST ensure that healthcare professionals purchasing ZyCal's professional line of product are NOT selling product on-line at reduced pricing, as ZyCal Bioceuticals will allow no pricing discounts from the MSRP.

ZyCal Bioceuticals reserves the right to refuse to provide wholesale pricing covered by the MAP Policy to resellers that advertise product for sale at less than the minimum advertised pricing established by this policy.

ZyCal Bioceuticals reserves the right to not include reseller in the published list of ZyCal Bioceuticals - authorized distributors.

ZyCal Bioceuticals reserves the right to not include a link to reseller's website or list reseller as potential supplier on ZyCal Bioceuticals' website.

ZyCal Bioceuticals reserves the right to choose its customers and to terminate its relationship with customers with or without justification.



This MAP Policy unilaterally applies to all ZyCal Bioceuticals' Distributors. This MAP Policy is subject to change without notice. To ensure a Distributor advertising price technique not listed above falls within the MAP guidelines, the ZyCal Bioceuticals' Marketing Department encourages you to contact us before implementation. Please forward such inquiries to the ZyCal Bioceuticals' Marketing Department at marketing@zycalbio.com.

Mission Statement

The mission of ZyCal Bioceuticals, Inc. is to offer innovative, premium nutritional bone and joint supplements that enrich people's lives. To fulfill its mission, the Company is committed to providing superior products and service to healthcare professionals and their patients. By holding true to this commitment ZyCal Bioceuticals will deliver maximum value to its investors.

ZyCal Bioceuticals strives to achieve this mission by following these guiding principles:

- Value our customers as partners and, through outstanding products and service, enable them to achieve success.
- Treat our employees with professionalism, and create opportunities for career growth.
- Contribute to our communities by supporting local and national organizations which further the company's mission.
- Enrich each and every life we touch.
- Increase value for our investors.

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Natural Bone Proteins + Calcium Science



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