

NORTH AMERICAN HERB & SPICE MINIMUM ADVERTISED PRICE AND POLICIES

North American Herb and Spice, LLC (“Manufacturer”) is hereby adopting the following Minimum Advertised Price Policy (the “MAP Policy”) designed to protect the long term strength and integrity of its brand, and retailers’ investment in Manufacturer and its products (“Products”), by helping retailers engage in advertising that best conveys to customers the value of Manufacturer’s Products.

The MAP Policy applies to all retailers, resellers, and distributors of Manufacturer’s Products (“Retailers”) to maintain an advertised pricing structure. The MAP Policy applies to advertised prices, not the prices at which Products are actually sold, and each Retailer is free to set its actual resale price for any Product independently. The MAP Policy takes effect on retailers, and retailers must be in compliance no later than September 10, 2016. The Minimum Advertised Prices for Products are:

MINIMUM ADVERTISED PRICE (MAP)

UPC	Title	MAP
335824000012	Oreganol .45 fl oz	\$25.49
335824000203	Super Strength Oreganol 1 fl oz	\$59.49
335824000531	Oreganol 1 fl oz	\$50.99
335824000920	OregaResp Oil 1 fl oz	\$50.99
335824000937	OregaResp 30 capsules	\$25.49
335824000951	OregaResp 60 gelcaps	\$25.49
635824000020	Rosemanol 1 fl oz	\$33.99
635824000037	Cuminol 1 fl oz	\$33.99
635824000044	OregaMax 90 caps	\$25.49
635824000068	Resvital 90 caps	\$50.99
635824000075	Wild Power Tea 2 oz	\$12.74
635824000082	Fenatrol 1 fl oz	\$33.99
635824000099	Wild Oil of Myrtle 1 fl oz	\$33.99
635824000105	Lavenol 1 fl oz	\$33.99
635824000112	Cilantrol 1 fl oz	\$33.99
635824000136	Oreganol P73 Juice 12 fl oz	\$16.99
635824000143	Essence of Wild Rosemary 12 fl oz	\$14.44
635824000150	Essence of Wild Sage 12 fl oz	\$14.44
635824000174	Sagenol 1 fl oz	\$33.99
635824000181	Essence of Neroli Orange 12 fl oz	\$14.44
635824000198	Essence of Rose Petals 12 fl oz	\$14.44
635824000211	Pumpkinol 12oz	\$33.99
635824000228	Black Seed Plus 90 Caps	\$21.24
635824000235	Thyroset 90 caps	\$25.49
635824000273	Resvital Powder 120 grams	\$40.79
635824000280	Purely-C 90 caps	\$29.74
635824000297	Gingerol 1 fl oz	\$33.99
635824000341	Royal Oil 2 oz	\$29.74
635824000372	Essence of Cilantro 12 fl oz	\$14.44
635824000389	Essence of Wild Lavender 12 fl oz	\$14.44
635824000495	Royal Power 120 caps	\$33.99

635824000501	Oreganol 60 gelcaps	\$25.49
635824000518	Cinnamol 1 fl oz	\$33.99
635824000587	Fung-E-Clenz 1 fl oz	\$33.99
635824000655	Nuke Protect 90 caps	\$33.99
635824000679	ProstaClenz 60 caps	\$33.99
635824000686	LivaClenz Oil 1 fl oz	\$33.99
635824000709	IntestiClenz 1 fl oz	\$33.99
635824000761	Clovanol 1 fl oz	\$33.99
635824000884	Oreganol .27 oz Travel Shipper (12 Pack)	\$183.60
635824001003	Wild Oregano Honey 8 fl oz	\$21.24
635824001027	Wild Thistle Honey 8 fl oz	\$18.69
635824001195	Oregulin 1 fl oz	\$33.99
635824002000	Oregulin 90 gelcaps	\$25.49
635824002031	Herbal Bug-X 4 fl oz	\$25.49
635824002048	Oreganol P73 Cream	\$29.74
635824002079	OregaResp 90 caps	\$59.49
635824002086	LivaClenz 60 Caps	\$33.99
635824002116	Germ-a-Clenz 4 fl oz	\$21.24
635824002123	Health-Bac 100 g	\$42.49
635824002130	Germ-a-Clenz 2 fl oz	\$11.89
635824002147	Oregulin 180 gelcaps	\$50.99
635824002192	Canadian Wild Prairie Honey 9 oz	\$11.04
635824002208	Zolvex 1 fl oz	\$42.49
635824002222	Cholestamin 90 Caps	\$29.74
635824002239	Gastronex 90 Caps	\$50.99
635824002246	Inflam-eeZ 90 Caps	\$50.99
635824002253	Garlex 1 fl oz	\$25.49
635824002277	Super Strength Oreganol .45 fl oz	\$33.99
635824002284	Sesam-E 12 fl oz	\$40.79
635824002291	OregaBiotic 60 caps	\$50.99
635824002338	Inflam-eeZ Oil 2 fl oz	\$33.99
635824002345	Super Strength Oreganol 60 gelcaps	\$33.99
635824002369	Oil of Black Seed 12 fl oz	\$33.99
635824002376	Propaheal 1 fl oz	\$25.49
635824002383	OregaSpray 4 fl oz	\$25.49
635824002390	OregaSpray 2 fl oz	\$15.29
635824002413	Neuroloft Essence 12 fl oz	\$16.99
635824002420	OregaDENT 1 fl oz	\$33.99
635824002444	OregaClean 1 fl oz	\$38.24
635824002468	H2Orega 1 fl oz	\$50.99
635824002505	CocaPalm 8 fl oz	\$16.99
635824002550	Purely-C Bulk Powder 120 grams	\$50.99
635824002581	Total Body Purge	\$50.99
635824002666	PomaMAX 12 fl oz	\$16.99
635824002673	Grape-e-Power 12 fl oz	\$16.99

635824002680	Car-o-Power 12 fl oz	\$16.99
635824002710	Date-o-Power 12 fl oz	\$16.99
635824002727	SinuOrega 2 fl oz Spray	\$16.99
635824002734	Purely-E 60 gelcaps	\$25.49
635824002741	Yac-o-Power 5 oz	\$20.39
635824002765	Yac-o-Power Cinnamon 5 oz	\$20.39
635824002772	BerriMax 2 fl oz	\$25.49
635824002789	Mac-o-Power 2 fl oz	\$25.49
635824002802	PolarPower 8 fl oz	\$33.99
635824002819	PolarPOWER 60 caps	\$29.74
635824004004	kid-e-kare gelcaps 60 Gelcaps	\$25.49
635824004011	kid-e-kare Rubbing Oil 1 fl oz	\$25.49
635824004028	kid-e-kare Cherry Spray	\$25.49
635824004042	kid-e-kare Berry Spray	\$21.24
635824004066	kid-e-kare Mighty Kids 2 oz	\$29.74
635824004073	kid-e-kare Oweez 1 fl oz	\$25.49
635824004080	kid-e-kare Attention Drops 1 fl oz	\$25.49
635824004097	kid-e-kare Ear-eez 1 fl oz	\$25.49
635824004103	kid-e-kare Flush-eez 1 fl oz	\$25.49
635824004127	kid-e-kare All Omega 2 fl oz	\$25.49
635824004134	kid-e-kare Orega-Mint Oil 2oz	\$21.24
635824004141	kid-e-kare Orega-Cinn Oil 2oz	\$21.24
635824004158	kid-e-kare Detoxi Drops	\$25.49
635824005049	SinuOrega Display Pack (12 pack) 2 fl oz	\$199.75
635824005063	PureOmega 8 oz	\$33.99
635824005070	Purely-E Oil 1 fl oz	\$21.24
635824005094	Lingonol 2 fl oz	\$33.99
635824005117	Raspenol 2 fl oz	\$28.89
635824005223	Purely-B 400 g	\$50.99
635824005247	Chag-o-Power 2 fl oz	\$29.74
635824005261	Pom-o-Perk Tea 3.2 oz	\$25.49
635824005315	Poplarex 2 fl oz	\$25.49
635824005339	Sooth-eez Cherry Throat Spray 2 fl oz	\$33.99
635824005346	Rubinol 2 fl oz	\$42.49
635824005360	MegaOrega Tea 3.2 oz	\$25.49
635824005377	Bet-u-Power 2 fl oz	\$25.49
635824005384	Chag-o-Charge 3.2 oz	\$25.49
635824005391	Heavenly Hyssop 3.2 oz	\$29.74
635824005407	Herbal-zzZ 2 oz	\$37.39
635824005421	Sage-o-Sooth Tea 3.2 oz	\$25.49
635824005438	Rosey Rich Tea (3.2 oz)	\$33.99
635824005445	Nail-It 1 fl oz	\$33.99
635824005452	Yarrow Yes Tea	\$25.49
635824005469	Sumac Surprise Tea 2.75 oz	\$29.74
635824005476	Bet-u-Birch Tea 3.8 oz	\$33.99

635824005483	Lovely Larch Tea 2.5 oz	\$33.99
635824005490	Nail-It 60 gelcaps	\$33.99
635824005513	Hearty Hibiscus Tea 5 oz	\$29.74
635824005537	ChagaMax 90 caps	\$29.74
635824005544	ChagaCream Facial Treatment 2 oz	\$37.39
635824005551	Resvera-Flo 4 fl oz	\$33.99
635824005575	Super-5-Bereries 8 oz	\$33.99
635824005612	AronaMax 2 oz	\$23.79
635824005629	ChagaSyrup 8 fl oz	\$37.39
635824005636	ChagaSyrup 4 fl oz	\$20.39
635824005674	Hema-Build	\$33.99
635824005681	GreensFlush 2 fl oz	\$33.99
635824005704	Total Daily Purge plus	\$37.39
635824005728	BerriMax 700mg Cap	\$38.24
635824005773	Purely-C 2 fl oz	\$33.99
635824005780	ChagaWhite Tea 5.1 oz	\$33.99
635824005797	ChagaBlack Tea 3.2 oz	\$33.99
635824005834	Purely-Min Plus 5 oz	\$33.99
635824005841	ToxiPurge 120 caps	\$33.99
635824005858	DetoxiWash 16 oz	\$25.49
635824005865	ToxiPurge 2 oz	\$25.49
635824005872	ChagaChunks Wild Nut 'N Raisin Sunflower/Non-Dairy 4 oz	\$16.99
635824005902	ChagaChunks Plain 'N Creamy Sunflower/Non-Dairy 4 oz	\$16.99
635824005919	RaspaMax 3 oz	\$33.99
635824005933	Purely Pak 30	\$84.99
635824005940	BaoMax 2.8 oz	\$33.99
635824005957	Turmerol 2 oz	\$32.29
635824005971	RaspaMax 60 Caps	\$33.99
635824005988	Oreganol P73 Convenience Pack	\$5.09
635824006021	Dand-o-Max	\$37.39
635824006039	BetaPalm 8 oz	\$11.04
635824006046	OregaCare Swirl and Swallow 8 oz	\$8.49
635824006053	Turmerol 12 gelcaps	\$33.99
635824006077	OregaFresh P73 Toothpaste	\$16.99
635824006107	CranFlush	\$33.99
635824006138	Chaga Dunkers 12 bags	\$11.04
635824006169	ChagaBoost 8 oz	\$16.99
635824006176	ChagaHeal 2 oz	\$33.99
635824006190	Quick Alert Display Pack (12 Individual units + display)	\$65.44
635824006206	Oreganol P73 Convenience Pack Display	\$122.20
635824006268	BoneActiv 120 Caps	\$29.74
635824006275	BoneActiv Rubbing Oil 1 oz	\$29.74

635824006282	ScalpClenz Shampoo 8 oz	\$16.99
635824006299	ScalpClenz Conditioner 8 oz	\$16.99
635824006305	Purely Pak 14	\$40.79
635824006329	NutriHemp Raw 800 gms	\$50.99
635824006350	BoneActiv Rubbing Oil 2 fl oz	\$57.79
635824006374	BoneComplete Sweet & Sour 6.5 oz	\$37.39
635824006398	Herbal Protec-X 2 fl oz	\$12.74
635824006404	Herbal Protec-X 4 fl oz	\$25.49
635824006428	Scalp Clenz Topical Oil 2 oz	\$33.99
635824006435	Actifem 90 caps	\$33.99
635824006466	Hempanol Oil 1 oz	\$38.24
635824006497	Hempanol Super Strength Oil 1 oz	\$50.99
635824006503	Hempanol PM Oil 1 oz	\$42.49
635824006510	Hempanol 50 gelcaps	\$42.49
635824006527	Hempanol Super Strength 50 gelcaps	\$54.39
635824006534	Hempanol PM 60 gelcaps	\$42.49
635824006541	Hempanol Cream 2 oz	\$42.49
635824006558	BoneComplete Savory 6.5 oz	\$37.39
635824006572	BoneFlex 16.9 oz	\$29.74
635824006589	Hempanol Omega Spice Oil 12 oz	\$33.99
635824006619	Hempanol-CF 1 oz	\$50.99

A. The MAP Policy shall apply to all Retailers, and any Drop Shippers or Third-Party Fulfillment Centers used by Retailers. The minimum advertised prices for all Manufacturer Products (“Minimum Advertised Price”) shall be listed on each Manufacturer Price List. Minimum Advertised Prices may be adjusted by Manufacturer from time to time, at its sole discretion.

B. The MAP Policy applies to all advertisements of Manufacturer Products over the Internet or similar electronic media including websites, email newsletters, and email solicitations, and in any and all other media, including, but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio and public signage. No such advertisement will represent or imply that any Product may be sold by a Retailer, Sub Distributor or Fulfillment Center for less than the full Minimum Advertised Prices.

C. “Bundling” or including a free or discounted product (whether made by Manufacturer or another manufacturer) with a Manufacturer Product would violate this MAP Policy and is not permitted.

D. For multipack offers the Minimum Advertised Price of the multipack is the quantity of SKU(s) in the multipack multiplied by the respective Minimum Advertised Price of the SKU(s) that comprise said multipack.

E. Any strike-through or other alteration of the Minimum Advertised Price is prohibited.

F. The MAP Policy does not establish maximum advertised prices. All Retailers, Drop Shippers or Third-Party Fulfillment Centers may offer Manufacturer Products at any price in excess of the Minimum Advertised Price. Internet auctions may not display or have reserved bid, “buy it now” or other acceptable prices below the Minimum Advertised Price.

G. The MAP Policy does not in any way limit the ability of any Retailer, Drop Shippers or Third-Party Fulfillment Centers to advertise that “they have the lowest prices” or, they “will meet or beat any competitor’s price,” that

consumers should “call for a price” or phrases of similar import as long as the price advertised or listed for Products is not less than Minimum Advertised Price.

H. From time to time, Manufacturer may permit Retailers to advertise one or more of the Manufacturer Products covered by this MAP Policy at prices lower than the MAP for a specified period. In such case, Manufacturer will notify its resellers in advance of the details of the limited suspension or modification of this MAP Policy.

I. Including in any advertising for a Product covered by this MAP Policy a gift card, coupon or any other type of discount that would effectively immediately reduce the advertised price of the Manufacturer Product below the Minimum Advertised Price then in effect for such Product will constitute a violation of this MAP Policy. Advertising that includes a gift card, coupon or any other type of discount on future purchases (regarding of whether or not for Products) shall be evaluated under the same guidelines as describes in Section C regarding Bundling.

J. A Retailer with multiple store locations that violates this MAP Policy at any particular store location will be considered to have violated this MAP Policy at all its store locations.

K. Manufacturer’s sales representatives are not permitted to make any agreement with any Retailer with respect to the advertising or pricing of Manufacturer Products, including without limitation, modifications to this MAP Policy.

L. In the case of a violation of the MAP Policy or a violation of the Conditions For Use of Drop Shippers and Third-party Fulfillment Centers the following actions will be taken by Manufacturer against the Retailer:

1st Violation: Send warning. Request to abide by MAPs within 24 hours. No hard action taken.

2nd Violation: Send warning. Request to abide by MAPs within 24 hours. Remove purchasing privileges until prices are adjusted.

3rd Violation: Send warning. Request to abide by MAPs within 24 hours. Remove purchasing privileges for 30 days.

4th Violation: Send warning. Remove purchasing abilities permanently. Internet Retailer has 48 hours to remove all listings of Product within all of their online catalogs. Failure to remove such listings will result in North American Herb and Spice, LLC taking legal recourse to resolve the matter.