

## US Minimum Advertised Price Policy - Elemental Herbs

### **Introduction**

As a company dedicated to nature-based healing, Elemental Herbs prides itself on helping people feel “All Good” not only physically, but also in their choice to support our company and commitment. Creating products that are responsibly manufactured without the use of GMOs or animal testing is our promise, while at the same time giving back to community and environment through support to several causes and Activist Athletes.

With the understanding that our valued resellers invest time and resources to best present our All Good offerings, we in turn wish to support our resellers by establishing policies to earn them the necessary profits to make our relationship thrive, and so they can uphold their high standing reputation of customer excellence.

That being said, we have chosen to implement a Minimum Advertised Price Policy (“Map Policy”) intended to protect our resellers’ investment as well as Elemental Herbs’ brand. There are certain advertising and sales practices that deal with promotion chiefly based on price that could be considered unfair and even damaging to other resellers. We aim to discourage this type of activity which can allow some retailers to take advantage of others and damage the Elemental Herb brand reputation.

Elemental Herbs may choose to cease business with any reseller who does not comply with the MAP Policy guidelines, who advertises any “All Good” Elemental Herbs product below its specified MAP price.

### **Official Policy and Guidelines**

1. Elemental Herbs reserves the right to take other action with any reseller violating our MAP Policy and may choose to cease business with any non-compliant reseller.
2. The MAP Policy will be enforced by Elemental Herbs in its sole discretion and may be subject to change.
3. Elemental Herbs will maintain an updated “MAP Products” list which may be updated or modified at any time.
4. Elemental Herbs’ MAP Policy does not determine a maximum selling price, though retailers are encouraged to sell at the MSRP.
5. This MAP Policy applies to all advertising of Elemental Herbs products in any media including but not limited to flyers, posters, on-shelf displays, online, catalogs...
6. This MAP Policy applies only to advertised prices and does not apply to the price at which Elemental Herbs products are sold or offered for sale to an individual consumer within resellers’ retail location or over the telephone.
7. Internet auctions may not display or have reserved bid or other acceptable prices lower than the defined MAP price of the product.
8. Elemental Herbs may choose to offer promotions on certain products, in which we reserve the right to modify or suspend this MAP Policy in part or in whole by notifying all resellers of the duration and nature of the change.
9. Questions about the MAP Policy may be addressed to [info@allgoodproducts.com](mailto:info@allgoodproducts.com).
10. We encourage retailers to advertise and sell our products (in accordance with above policies) on their website.
11. **We do not allow retailers to advertise and/or sell our products on or to Amazon, Ebay, or Walmart.com. Elemental Herbs reserves the right to these sales channels.**

Item	Item Description	Wholesale (\$ Per Unit)	MSRP (\$)	Map Price (\$) (20% off MSRP)
161	SPF15 Original Lip Balm	1.75	3.49	2.79
162	SPF15 Tangerine Lip Balm	1.75	3.49	2.79
163	SPF15 Spearmint Lip Balm	1.75	3.49	2.79
164	Certified Organic Original Lip Balm	1.75	3.49	2.79
165	SPF15 Chai Lip Balm	1.75	3.49	2.79
167	Certified Organic Coconut Lip Balm	1.75	3.49	2.79
171	SPF20 Unscented Lip Balm	1.75	3.49	2.79
172	SPF20 Coconut Lip Balm	1.75	3.49	2.79
310	1oz All Good Goop	4.49	8.99	7.19
320	2oz All Good Goop	7.49	13.99	11.19
340	4oz All Good Goop	11.50	23.00	18.40
390	9oz All Good Goop	20.00	40.00	32.00
425	2.5oz Unscented Deodorant	4.49	9.99	7.99
426	2.5oz Rose Geranium & Jasmine Deodorant	4.49	9.99	7.99
427	2.5oz Cedarwood & Spruce Deodorant	4.49	9.99	7.99
428	2.5oz Tea Tree & Basil Deodorant	4.49	9.99	7.99
510	2oz Herbal Freeze	5.99	11.99	9.59
520	4oz Herbal Freeze	10.76	19.99	15.99
550	2oz Organic Hand Sanitizer Spray	2.50	4.99	3.99
551	2oz Peppermint Hand Sanitizer Spray	2.50	4.99	3.19
552	2oz Peppermint Hand Sanitizer Spray	2.50	4.99	3.19
553	2.7oz Peppermint Hand Sanitizer Spray	2.99	5.99	4.79
560	2oz Unscented Hand Sanitizer Gel	1.99	3.99	3.19
564	8oz Hand Sanitizer Gel	3.99	7.99	6.39
566	1 Gallon Unscented Hand Sanitizer Gel	24.00	48.00	38.40
611	Coconut Body Lotion	7.99	15.99	12.79
612	Lavender Body Lotion	7.99	15.99	12.79
613	Lemongrass Body Lotion	7.99	15.99	12.79
641	Coconut Oil Skin Food	7.50	14.99	11.99

642	Lavender Coconut Oil Skin Food	7.50	14.99	11.99
643	Lemongrass Coconut Oil Skin Food	7.50	14.99	11.99
761	1oz SPF30 Sport Sunscreen Lotion	2.99	5.99	4.79
763	3oz SPF30 Sport Sunscreen Lotion	7.99	14.99	11.99
708	16oz SPF30 Sport Sunscreen Lotion	24.99	49.99	39.99
705-WR	64oz SPF30 Sport Sunscreen Lotion	96.00	192.00	153.60
783	3oz SPF30 Kid's Sunscreen Lotion	7.99	15.99	12.79
776	3 oz. SPF30 Tinted Sunscreen Lotion	9.99	19.99	15.99
756	6oz SPF30 Sport Sunscreen Spray	9.99	19.99	15.99
786	6oz SPF30 Kid's Sunscreen Spray	9.99	19.99	15.99
721	1oz SPF50 Sunscreen Butter Tin	4.99	9.99	7.99
723	1 oz. SPF50 Tinted Sunscreen Butter Tin	5.49	10.99	8.78
722	2oz SPF50 Sunscreen Sport Sunscreen Butter	7.99	15.99	12.79

782	2oz SPF50 Sunscreen Sport Sunscreen Butter	7.99	15.99	12.79
740	6oz SPF30 Unscented Sunstick	4.49	8.99	7.19
745	SPF30 Coconut Sunstick	4.49	8.99	7.19

I have read and understand the Elemental Herbs, Inc. dba All Good Brands MAP policy.

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Authorized Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date