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**MINIMUM ADVERTISED PRICE (MAP)
AND AMAZON ASIN POLICY
Effective Date: May 1, 2023**

Dr. Tung's Products, Inc. (hereinafter DrTung's) is adopting this Minimum Advertised Price ("MAP") policy to preserve its strong reputation for providing customers with high value products and strong after-sales support, and to ensure its Reseller-product relationships are fair and consistent. DrTung's greatly values the efforts by all approved Resellers to distribute its products and this policy is designed to ensure that Resellers and Distributors have the incentive to invest resources into reaching DrTung's customers.

As a condition of being an authorized Reseller of DrTung's products, adherence to the following terms and conditions is required. Failure to abide by these terms and conditions will ultimately result in Reseller being discontinued as an authorized Reseller for DrTung's line of products. Any Distributor of DrTung's products must supply a copy of this MAP policy to any new or existing Reseller of the products.

1. The MAP policy applies to all locations for any DrTung's product including any and all on-line, internet and like electronic media. The MAP policy applies to all advertisements for any DrTung's products in any and all media, including – but not limited to – inserts, newspapers, magazines, catalogs, public signage, billboards, any other print media, television, radio, e-mail, internet websites or other ecommerce, flyers, posters, coupons, brochures, any use of hypertext protocol or internal links to a web-based shopping cart and any other electronic media. The policy is not applicable to any in-store advertising that is displayed only in a store location and not distributed to any customer.
2. The MAP policy specifies a maximum allowed advertised discount off the established Manufacturer Suggested Retail Price ("MSRP"), which varies for items. Some items show a zero percent (0%) discount. This is indicated by DrTung's current published MSRP pricing which is listed in Appendix A. The exception to the maximum discount will be any special promotion pre-approved in writing by DrTung's.
3. The inclusion in advertising of free, discounted products or bulk or bundled packs (whether made by DrTung's or another manufacturer) with a product covered by this MAP policy, violates the MAP policy if it has the effect of discounting the advertised price of the covered DrTung's product more than allowed by paragraph 2.
4. Internet auctions may not display or have reserved bid or other acceptable prices below the advertised price allowed by paragraph 2.
5. Pricing listed on an internet site is considered an "advertised price" and is covered by this policy. However, if the pricing is associated with an intent to purchase the price becomes the selling price and is not bound by this policy. Statements such as "add to cart for price," "call for price," and the like that do not include an advertised price are acceptable under the policy. However, website features such as "click for price", automated "bounce-back" pricing e-mails, pre-formatted e-mail responses, forms, and automatic price display for any items prior to being placed in a customer's shopping cart, and other similar features are

considered to be communications initiated by the dealer (rather than by the customer) and thereby constitute "advertising" under this MAP Policy.

6. If pricing is displayed in other than a brick-and-mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited. DrTung's prohibits the use of indirectly advertising a price lower than the MAP price through tactics like "click to see pricing" or "call for pricing" on webpages or in advertisements.
7. It is a violation to advertise through any third-party auction site such as eBay with a starting bid price or "Buy it Now" option that is less than MAP. Best offer auctions are not allowed without a reserve greater than or equal to MAP.
8. This MAP policy does not establish maximum advertised prices. Resellers may advertise DrTung's products at any price in excess of MSRP or the MAP allowed in paragraph 2.
9. The final sales price remains fully at Reseller's discretion. The MAP policy applies only to the advertised price. At a retail location of Reseller or over the phone, a price communicated to an individual consumer remains within the Reseller's sole discretion. Reseller may sell DrTung's products at prices above, at, or below MSRP as it sees fit. Discounts applying to an entire order based on a customer's shopping history with Reseller do not violate this MAP policy.
10. This MAP policy is unilateral policy upon which DrTung's is willing to market its products, and therefore not subject to negotiation. Sales personnel have no authority to modify this policy. This MAP policy is not a contract or agreement, and DrTung's will not discuss your pricing, the pricing of others, or this policy beyond its terms.
11. DrTung's may periodically engage in promotions with respect to certain products. In such cases, DrTung's may, at its discretion, modify or suspend the MAP with respect to the affected products. The policy does not apply to products designated by DrTung's as discontinued.
12. DrTung's retains the right to modify MSRP of all or certain products at any time and Resellers must implement the changes within 30 days of such modification.
13. DrTung's is the Brand Owner on Amazon Brand Registry, to help manage the brand and its products, and protect against intellectual property infringements, policy violations, Amazon violations, etc. Resellers selling or advertising DrTung's products on Amazon acknowledge DrTung's Brand Ownership and right to manage all content relating to DrTung's brand, and product listings. Resellers must only list DrTung's products under the ASINs (Amazon Standard Identification Numbers) listed in Appendix A. Specifically, resellers are prohibited from either:
 - a. using an existing ASIN that is not listed in Appendix A, to list a DrTung's item (whether sold individually or in multiples), or
 - b. creating new ASINs for any individual or bulk quantity of a DrTung's item with the registered UPC shown in Appendix A (whether sold individually or in multiples)

Such violation is immediate grounds for termination of Reseller's relationship with DrTung's, and such Reseller will no longer be considered an authorized Reseller of DrTung's products. DrTung's reserves the right to stop sales of DrTung's products to such an unauthorized Reseller.

In addition, DrTung's reserves the right to restrict or remove from Amazon any such unauthorized Reseller and/or ASIN without notice if this policy is violated.

14. This MAP policy may be adjusted by DrTung's at its sole discretion.
15. Such adjustments shall be uniformly applied to all DrTung's Resellers.
16. Current MSRP will always be available in writing or by email, or posted or supplied by your Distributor, or viewable by registered Resellers on drtungs.com. All Resellers are responsible for checking the current MSRP Listing and MAP policy for accurate information.
17. A violation of this policy is immediate grounds for termination of Reseller's relationship with DrTung's. DrTung's need not provide prior notice or issue warnings before taking any action under this policy. The non-enforcement of this MAP policy in any instance shall not be deemed a waiver of DrTung's right to strictly enforce at any time. Any action taken by DrTung's under this MAP Policy shall be without liability to DrTung's.

This MAP policy has been established by DrTung's as a necessary component to help ensure its legacy as a top producer of premium products and to protect the reputation of its name, goodwill, standards, marks, and products.

Any questions about this policy should be strictly in writing and directed to DrTung's at mapadmin@drtungs.com. No oral communications about this MAP Policy are authorized.



APPENDIX A: Effective May 1, 2023
List of UPCs, MAP PRICING and permissible Amazon Item Numbers (ASINs)

Contact: mapadmin@drTungs.com

UPC	CASE UPC	Description	Size	ASIN	MSRP (US\$)	MAX. MAP DISCOUNT OFF MSRP	MAP PRICE
019373911219 019373911356		DrTung's Tongue Cleaner, Stainless Steel (colors may vary)	1 Pack	B00064JGBO	\$ 8.95	5.14%	\$ 8.49
019373911219 019373911356		DrTung's Tongue Cleaner, Stainless Steel (colors may vary)	2 Pack	B0711M55BY	\$ 17.90	5.31%	\$ 16.95
019373911219 019373911356	019373900121	DrTung's Tongue Cleaner, Stainless Steel (colors may vary)	12 Pack	B0852VJGSP	\$ 107.40	20.02%	\$ 85.90
019373711215		DrTung's Smart Floss, 30 yds, Natural Cardamom Flavor	1 Pack	B00CQ7QHXY	\$ 5.59	2.50%	\$ 5.45
019373711215		DrTung's Smart Floss, 30 yds, Natural Cardamom Flavor	2 Pack	B01678Y3DS	\$ 11.18	10.64%	\$ 9.99
019373711215		DrTung's Smart Floss, 30 yds, Natural Cardamom Flavor	3 Pack	B08KBZ7J4T	\$ 16.77	4.89%	\$ 15.95
	019373711260	DrTung's Smart Floss, 30 yds, Natural Cardamom Flavor	6 Pack	B01BMT8Y9G	\$ 33.54	22.63%	\$ 25.95
019373711215		DrTung's Smart Floss, 30 yds, Natural Cardamom Flavor	12 Pack	B002S4JP5C	\$ 67.08	27.03%	\$ 48.95
019373711475		DrTung's Smart Floss - Paperboard Pack, 30 yds, Dental Floss	1 Pack	EXCLUDED FROM AMAZON	\$ 5.59	2.50%	\$ 5.45
019373711475		DrTung's Smart Floss - Paperboard Pack, 30 yds, Dental Floss	3 Pack	B08P5469F6	\$ 16.77	4.89%	\$ 15.95
019373711475		DrTung's Smart Floss - Paperboard Pack, 30 yds, Dental Floss	6 Pack	B08KBZSHXB	\$ 33.54	22.63%	\$ 25.95
019373731213		DrTung's Double-sided Perio Sticks THIN	1 Pack	B009ZLVRA2	\$ 4.25	0.00%	\$ 4.25
019373731213		DrTung's Double-sided Perio Sticks THIN	2 Pack	B08KBSSQG2	\$ 8.50	6.47%	\$ 7.95
	019373731268	DrTung's Double-sided Perio Sticks THIN	6 Pack	B00DUFNZK4	\$ 25.50	13.92%	\$ 21.95
019373732319		DrTung's Double-sided Perio Sticks X-THIN	1 Pack	B008GTRZF0	\$ 4.25	0.00%	\$ 4.25
019373732319		DrTung's Double-sided Perio Sticks X-THIN	2 Pack	B08KBS3JXG	\$ 8.50	6.47%	\$ 7.95
	019373732364	DrTung's Double-sided Perio Sticks X-THIN	6 Pack	B00B7VANPS	\$ 25.50	13.92%	\$ 21.95
019373755912		DrTung's Vegan Activated Charcoal Floss Dental Floss	1 Pack	EXCLUDED FROM AMAZON	\$ 5.95	0.00%	\$ 5.95
019373755912		DrTung's Vegan Activated Charcoal Floss Dental Floss	2 Pack	B08KBZXCD1	\$ 11.90	0.00%	\$ 11.90
	019373755967	DrTung's Vegan Activated Charcoal Floss Dental Floss	6 Pack	B08KC9NZXF	\$ 35.70	20.00%	\$ 28.56
019373951154		DrTung's Snap-On Toothbrush Protection(colors may vary)	1 Pack	EXCLUDED FROM AMAZON	\$ 6.79	5.01%	\$ 6.45
019373951154		DrTung's Snap-On Toothbrush Protection(colors may vary)	2 Pack	B08KCINZWJ	\$ 13.58	5.01%	\$ 12.90
	019373951192	DrTung's Snap-On Toothbrush Protection (colors may vary)	6 Pack	B08KC7YKJW	\$ 40.74	21.58%	\$ 31.95
019373952557		DrTung's Kids' Snap-On Toothbrush Protection, 2 Protectors	1 Pack	EXCLUDED FROM AMAZON	\$ 6.79	5.01%	\$ 6.45
019373952557		DrTung's Kids' Snap-On Toothbrush Protection, 2 Protectors	2 Pack	B08KC3P2ZT	\$ 13.58	5.01%	\$ 12.90
	019373952564	DrTung's Kids' Snap-On Toothbrush Protection, 2 Protectors	6 Pack	B08KCFQ7BX	\$ 40.74	21.58%	\$ 31.95
019373840007		DrTung's Oil Pulling Concentrate 1.7 Fl.Oz.	Each	B011237OWS	\$ 18.95	15.83%	\$ 15.95
019373822508		DrTung's Rejuv for Gums, 1.7 Fl. Oz.	Each	B01CLOZBPG	\$ 18.95	15.83%	\$ 15.95
019373925100		DrTung's Herbal Toothpowder Tabs - Mint-Free	1 Pack	B0BMWFSJXM	\$ 14.95	0.00%	\$ 14.95
	019373925131	DrTung's Herbal Toothpowder Tabs - Mint-Free	3 Pack	B0BMWCPQQ6	\$ 44.85	10.93%	\$ 39.95
019373925209		DrTung's Herbal Toothpowder Tabs - Spearmint	1 Pack	B0BMWFXDW8	\$ 14.95	0.00%	\$ 14.95
	019373925230	DrTung's Herbal Toothpowder Tabs - Spearmint	3 Pack	B0BMWHK9LS	\$ 44.85	10.93%	\$ 39.95