



EARTH SCIENCE NATURALS
United States Minimum Advertised Price (MAP) Policy

Effective July 1, 2019

Earth Science (“ESN”) resellers are responsible for remaining current with MAP policy, products and pricing. This policy extends to all distributors, retailers, dealers, and resellers of Earth Science branded products in the United States (hereinafter, “Resellers”).

This MAP policy is designed to (1) protect reseller margins so that desirable pre-sales and post-sales services and infrastructure can be provided by our channel partners (2) support the Earth Science brand as a premium offering; and (3) avoid destructive intra-brand channel conflict.

This policy has been unilaterally adopted by the Earth Science brand and will be uniformly enforced. Ceramedx® branded products are covered under a separate policy.

Policy Coverage.

This MAP policy covers all Earth Science Resellers located in the United States. Although Resellers remain free to establish their own resale prices, ESN will, without assuming any liability, unilaterally impose sanctions as described in this policy against Resellers who advertise applicable Earth Science products at prices below those specified herein. ESN will not discuss any conditions of acceptance related to this MAP policy, as it is non-negotiable, and will not be altered for any reseller. ESN neither solicits, nor will it accept, any assurance of compliance with this MAP policy.

MAP applies only to advertised prices and does not apply to the price at which the products are actually sold.

Minimum Advertised Price.

Earth Science branded products, excluding Ceramedx branded products, may not be advertised for sale at prices more than 25% below the Suggested Retail Price as it appears on our then-current price list. Earth Science Resellers are responsible for remaining current with MAP policy, products and pricing. The products and MAP may be changed from time to time at ESN’s sole discretion.

Each advertisement below the MAP will be a violation of this policy.

The MAP policy applies to all advertisements of specific Earth Science products in any and all media including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio and public signage.

Policy Violations.

Violations of MAP policy shall be determined by ESN in its sole discretion.

In the event a reseller chooses not to follow the Earth Science MAP policy, sanctions will be unilaterally imposed by ESN up to and including termination of our business relationship and the pursuit of any available remedies at law.

ESN will not accept any communication from a reseller who has violated this MAP policy regarding the violation or the willingness of the reseller to bring its prices into compliance with the MAP policy.

In addition to the above, failure to adhere to the MAP policy will be a factor taken into consideration in the determination of whether or not ESN will offer any discounts or sales incentive to the reseller.

Online (Internet) Sales.

Selling on third-party marketplace sites including Amazon.com is strictly prohibited without direct, written authorization from ESN.

Resellers that market or offer to fulfill sales of Earth Science products through marketplace sites or any website without prior written consent from ESN, which is granted solely through the execution by the Authorized Reseller Agreement. Execution by ESN of the Authorized Reseller Agreement constitutes the only means of providing consent to sell Earth Science products online. No ESN employee or agent may authorize online sales through oral statements, other written agreement, or by any other means. Violation of this paragraph is considered a material breach of this policy and may result in actionable steps to block or suspend Reseller's account.

Policy Modifications.

ESN reserves the right at any time to modify, suspend, or discontinue the MAP policy in whole or in part, or to designate promotional periods during which the terms of the policy change, or to designate periods of time during which the policy is not applicable. Policy modifications shall be sent directly to the reseller via mail, email or fax.

Unilateral Action.

ESN is not seeking agreement from any reseller to adhere to this MAP policy. It is entirely within the discretion of the reseller whether to comply or not comply.

Contact Information.

ESN Group, Inc. and its representatives shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to Resellers regarding the policy and receiving any communication regarding sanctions imposed under this policy. All questions or comments regarding this MAP policy are to be directed to the regulatory department. You may contact administration at compliance@esngroup.com.



2019 MAPP Compliance Price List

ESN Group
(Earth Science Naturals)
800-347-5211
EarthScienceBeauty.com

UPC	Facial Care Product Description	Unit Size	MSRP	MAP Price 25% off
054986 00014 1	Apricot Gentle Facial Scrub	4 fl. oz.	\$ 10.99	\$ 8.24
054986 00034 9	Almond-Aloe Facial Moisturizer - Lightly Scented	5 fl. oz.	\$ 10.99	\$ 8.24
054986 00035 6	Almond-Aloe Facial Moisturizer - Fragrance Free	5 fl. oz.	\$ 10.99	\$ 8.24
054986 00036 3	Almond-Aloe Facial Moisturizer - SPF 15+	5 fl. oz.	\$ 11.99	\$ 8.99
054986 00037 0	Perfect Hydration Oil-Free Moisturizer	2 fl. oz.	\$ 13.99	\$ 10.49
054986 00049 3	A-D-E Creamy Fruit Oil Cleanser	8 fl. oz.	\$ 10.99	\$ 8.24
054986 00059 2	Clarifying Facial Wash	8 fl. oz.	\$ 10.99	\$ 8.24
054986 00060 8	Fragrance Free Clarifying Facial Wash	8 fl. oz.	\$ 10.99	\$ 8.24
054986 00069 1	Aloe Vera Complexion Toner & Freshener	8 fl. oz.	\$ 10.99	\$ 8.24
054986 00079 0	Clarifying Herbal Astringent	8 fl. oz.	\$ 10.99	\$ 8.24
054986 00082 0	Chamomile & Green Tea Eye Makeup Remover	4 fl. oz.	\$ 8.99	\$ 6.74
054986 00112 4	Apricot Night Cream	1.65 oz.	\$ 16.99	\$ 12.74
054986 00151 3	Collagen Renewal Serum	1 fl. oz.	\$ 22.99	\$ 17.24
054986 00161 2	Azulene Eye Cream	0.7 oz.	\$ 16.99	\$ 12.74
054986 00180 3	Maximum Hydration Hyaluronic Acid Serum	1 fl. oz.	\$ 24.99	\$ 18.74
054986 00181 0	Eye Cream, i-cream Nourishing Eye Care	0.5 oz.	\$ 14.99	\$ 11.24
054986 00194 0	Papaya-Glycolic Radiant Skin Masque	4 fl. oz.	\$ 15.99	\$ 11.99
054986 00185 8	A/B Hydroxy Night Rejuvenator	1 fl. oz.	\$ 24.99	\$ 18.74

UPC	Body Product Description	Unit Size	MSRP	MAP Price 25% off
054986 00251 0	Liken Herbal Scent Natural Deodorant	2.45 oz.	\$ 6.99	\$ 5.24
054986 00252 7	Liken Unscented Natural Deodorant	2.45 oz.	\$ 6.99	\$ 5.24
054986 00253 4	Tea Tree/Lavender Natural Deodorant	2.45 oz.	\$ 6.99	\$ 5.24
054986 00254 1	Mint/Rosemary Natural Deodorant	2.45 oz.	\$ 6.99	\$ 5.24
054986 00262 6	MT Hand, Body & Massage Lotion, Frag. Free Gallon	1 Gallon	\$ 58.99	\$ 44.24

UPC	Hair Product Description	Unit Size	MSRP	MAP Price 25% off
054986 17300 5	Fragrance Free Shampoo, Ceramide Care	10 fl oz	\$ 10.99	\$ 8.24
054986 17301 2	Clarifying Shampoo, Ceramide Care	10 fl oz	\$ 10.99	\$ 8.24
054986 17302 9	Volumizing Shampoo, Ceramide Care	10 fl oz	\$ 10.99	\$ 8.24
054986 17303 6	Curl & Frizz Shampoo, Ceramide Care	10 fl oz	\$ 10.99	\$ 8.24
054986 17350 0	Fragrance Free Conditioner, Ceramide Care	10 fl oz	\$ 10.99	\$ 8.24
054986 17351 7	Clarifying Conditioner, Ceramide Care	10 fl oz	\$ 10.99	\$ 8.24
054986 17352 4	Volumizing Conditioner, Ceramide Care	10 fl oz	\$ 10.99	\$ 8.24
054986 17353 1	Curl & Frizz Conditioner, Ceramide Care	10 fl oz	\$ 10.99	\$ 8.24
054986 17486 6	Olive & Avocado Shampoo Mini	2 fl. oz.	\$ 3.99	\$ 2.99
054986 17491 0	Olive & Avocado Shampoo	6 fl. oz.	\$ 9.99	\$ 7.49
054986 17495 8	Olive & Avocado Hair Masque Mini	2 oz.	\$ 3.99	\$ 2.99
054986 17500 9	Olive & Avocado Hair Masque	6 oz.	\$ 9.99	\$ 7.49
054986 17400 2	Fragrance Free Shampoo, Extra Gentle	12 fl. oz.	\$ 8.99	\$ 6.74
054986 17430 9	Citress Shampoo, Volumizing	12 fl. oz.	\$ 8.99	\$ 6.74
054986 17440 8	Fragrance Free Conditioner, Extra Gentle	12 fl. oz.	\$ 8.99	\$ 6.74
054986 17470 5	Citress Conditioner, Volumizing	12 fl. oz.	\$ 8.99	\$ 6.74
054986 27400 9	Fragrance Free Shampoo Gallon	1 Gallon	\$ 58.99	\$ 44.24
054986 27440 5	Fragrance Free Conditioner Gallon	1 Gallon	\$ 58.99	\$ 44.24

UPC	145 Intelligent Skincare For Men Product Description	Unit Size	MSRP	MAP Price 25% off
054986 00611 2	145 Smooth Start Shave Cream	5.9 fl. oz.	\$ 9.99	\$ 7.49
054986 00621 1	145 After Shave Skin Soother	5.9 fl. oz.	\$ 10.99	\$ 8.24
054986 00651 8	145 Face & Body Skin Balm Lotion	5.0 fl. oz.	\$ 10.99	\$ 8.24

ESN Group (Earth Science Naturals), PO BOX 40339, Santa Barbara, CA 93140

Product names can vary.

Prices subject to change. © 2019 ESN