

Lotus Brands, Inc.
P O Box 325
Twin Lakes, WI 53181 USA
262 889 8561

January 10, 2023

Eco-Dent Premium Oral Care Brand Online MAP Policy

To maintain the integrity and reputation of the ECO-DENT PREMIUM ORAL CARE brand (the “Brand”), we have established a Minimum Advertised Price policy (the “MAP Policy”) for online resellers of ECO-DENT PREMIUM ORAL CARE products in the United States (the “Resellers”). This MAP Policy has been established to protect and support all resellers, as well as consumers of the Brand’s products.

Policy: Resellers may not advertise any Brand products at a price that is lower than the Manufacturer’s Suggested Retail Price (“MSRP”) in the current Lotus Brands, Inc. price list (the “MAP”). The MAP Policy is in effect for ECO-DENT PREMIUM ORAL CARE products.

During months during which these products are on promotion under our national promotional policy, the MAP POLICY permits advertised prices not lower than 15% below the Manufacturer’s Suggested Retail Price (“MSRP”). The Eco-Dent products are offered on sale not more than one month per quarter year on a rotational basis and it is a nationally advertised promotional policy. Outside of these national promotional periods, however, the standard MAP policy of the MSRP will apply.

The following additional terms apply:

1. Resellers may not advertise a price lower than the MAP for any product in any medium, including print, digital, radio, or television.
2. This MAP Policy applies only to advertised prices and does not apply to the actual resale prices, which remain in the sole discretion of Resellers. Prices displayed or quoted in online checkout and shopping cart pages, in responses to individual consumer inquiries, and at point-of-sale (e.g., physical price tags, hang tags, or instore displays) do not violate this MAP Policy.
3. Advertisements about temporary sales, discounts, and promotions that reflect or suggest a price lower than the MAP for Eco-Dent products, including, but not limited to advertisements such as “buy one get one,” “dollars-off,” “percentage off” or comparisons to MSRP or former advertised prices (e.g., the MSRP with a line through it), are not permissible under this MAP Policy. During promotional months the Promotional Discount noted above may be advertised.
4. Unless otherwise specified by the Brand in writing, the MAP is calculated according to the MSRP in the current Brand price list, as updated by the Brand on a periodic basis.
5. The Brand and its authorized distributors reserve the right to suspend or terminate sales to any Reseller found to be in violation of this MAP Policy.

All questions about this MAP Policy should be directed to our legal department. Sales representatives are not authorized to waive or suspend the MAP Policy or to grant any exemptions. This MAP Policy is a unilateral statement of some of the terms under which the Brand will do business. Lotus Brands, Inc. will not be held responsible for enforcement of this MAP Policy or lack thereof. All enforcement decisions under this MAP Policy are within the Brand’s sole and absolute discretion, and under no circumstances will the Brand discuss any action or proposed action it may or may not take under this MAP Policy.

Thank you for your continued business and support and for your cooperation with this MAP Policy.