



MAP STATEMENT

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.

- MAP = Suggested Retail Price (SRP). Resellers of Elemental Herbs Inc. products may not advertise a price lower than the Suggested Retail Price (SRP) for that product.
- This MAP Policy applies only to sales to consumers within the United States and its territories.
- This MAP Policy shall apply to Retail Stores, Internet Retailers, Sub Distributors, Catalogs and Fulfillment Centers. The minimum prices for all Elemental Herbs Inc. Products (“Minimum Advertised Price”) shall be listed on each Elemental Herbs Inc. price List. Minimum Advertised Prices may be adjusted by Elemental Herbs Inc. from time to time, at its sole discretion.
- This MAP Policy applies to advertised prices, not the price at which Elemental Herbs Inc. Products are actually sold or offered for sale to an individual in-store, on the internet, or over the telephone.
- Pricing exceptions: The only exception is during promotional periods authorized by Elemental Herbs Inc.. Discount amounts are set by Elemental Herbs Inc. and cannot be lower than those authorized, generally 15%. Resellers seeking an exemption from this MAP Policy to execute a product promotion will need to submit in advance, in writing to Elemental Herbs Inc. a clearly worded description of Reseller’s proposed promotion plan, specifying the desired discount for specific items for a specific time period; however, Elemental Herbs Inc., at its sole discretion, may approve or reject Reseller’s exemption request.
- Prices below MAP cannot be advertised in any medium, including print, internet, radio, TV, etc. except for company approved promotions.
- If the reseller sells bundle deals, we ask that each item included in the bundle not be lower than 15% of MAP SRP. “Bundling” means including a free or discounted product (whether made by Elemental Herbs Inc. or another manufacturer) with an Elemental Herbs Inc. Product.
- **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.**

Upon first violation of MAP policy, a reseller receives a written warning with a 48-hour window to correct the violation and comply with MAP, and reseller’s account is placed on temporary hold. If reseller fails to comply or there is a subsequent violation, reseller will receive another warning and the account will be placed on indefinite hold, blocked from placing new orders.

Elemental Herbs Inc. reserves the right at any time to modify, suspend, or discontinue this MAP Policy, in whole or in part, or to designate periods of time during which this MAP policy may not apply.

This policy is effective as of January 1st, 2021

Ryan Rich

VP of Sales
Elemental Herbs Inc.
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Name, signature & date

Account Name