



MAP (Minimum Advertised Price) Policy

Effective November 27, 2015
Issued November 27, 2015

We truly value the efforts of all resellers who offer the sales of Citrusway products. Citrusway/Alva Jade (identified as Citrusway in this document) has adopted a MAP policy which is applicable to all distributors, wholesalers, retailers and Etailers who sell Citrusway products?

The MAP Policy applies only to advertised prices and does not apply to the price at which Citrusway products are actually sold or offered for sale to an individual consumer within the dealer's retail location. "Retail location" is defined as the physical place where end-users can physically buy and take immediate delivery of Citrusway products. The final retail price remains at dealers' and distributors' discretion.

The purpose of these policies is to assure and maintain a fair business environment for all authorized sellers. Also to assure premium positioning of the Citrusway brand, to protect depreciation of, or damage to, the trademarks, branding, brands, identity, trade names, or Copyrights under which its products are promoted and sold.

- Protect the time and monetary investment of resellers including Etailer (s) who provide additional education and sales support to their customers;
- Prevent unauthorized Etailers from both inside or outside the U.S. from violating U.S. FDA regulations to which Citrusway must adhere, as well as regulations and standards set by respective countries' government health agencies.

Citrusway MAP Policy applies equally to all resellers including all Etailers of Citrusway products with these requirements to protect the authorized seller from the rouge seller causing disruption in the market.

- All artwork, product descriptions, copywriting, photos, pictures or images of Citrusway products, from Citrusway's website or other communications, are the exclusive property of Citrusway and may be used only with Citrusway's written approval. These materials are the sole intellectual property of Citrusway and may not be rewritten or changed in any way without prior approval of Citrusway. Control of all messaging assures that Citrusway and the reseller's remains in compliance with FDA regulations in regard to Citrusway products.

MAP Policy

The current MAP listing of all Citrusway products is on Page 4 of this document. Citrusway may periodically discontinue products and/or adjust MAP pricing at any time at its sole discretion, and will notify all dealers of such modifications with 30 days prior notice.

Citrusway MAP pricing will also always be available in writing or by email, or the posting of such pricing on a designated website link that will be provided.

Applications and Exclusions

This Citrusway MAP applies to all advertisements for any Citrusway products in any and all media, including, but not limited to: flyers, posters, coupons, mailers/emails, insets, newspapers, magazines, catalogs, mail order catalogs; Internet or similar electronic media, television, radio and other public displays. This MAP Policy will not allow for alterations, strikethroughs or other modifications.

Advertising displayed only in store, point-of-sale signs, hang tags or similar signage on the product package itself will not be considered advertising for the purpose of this Citrusway MAP Policy.

In reference to any pages on an Etailer's website: This MAP Policy does not apply to sales prices at e-checkout, "too low to show" pages, or shopping cart pages.

Product promotions with a price lower than MSRP price shall not be considered a violation of this MAP Policy given they are advertised in conjunction with Citrusway promotional initiatives.

Violations

- Citrusway will notify any reseller or Etailer who is in violation of the Citrusway MAP Policy with a 5 day notice to correct the violation.
- Violations uncorrected beyond 5 days. The violating resellers /Etailer (s) in violation who do not correct the violation will be blocked from purchasing Citrusway until corrections are made.
- A price for a product that is combined with one or more free or reduced-price products (non products) that sums to less than each per product MAP, and the fair market price of the free or reduced products to be valued by Citrusway.
- A price for a group/multiple of Citrusway products that sums to less than each per product MAP.

Citrusway will provide authorization of use of all trademarks, photos, descriptions, marketing copy and other approved materials use of Citrusway trademarks in Google Adwords, upon prior review by Virginia Ramsay, Virginia@citrusway.com, and listing on Citrusway's "Where to Buy", store list page at www.citrusway.com.

This MAP Policy is solely the decision and responsibility of Citrusway. No party other than Virginia Ramsay have authority to change this policy in any way. Any action executed by Citrusway under this MAP Policy will be without liability to Citrusway.

Failure to abide by the terms of this agreement may result in termination of dealership or distributorship.

Distributors of Citrusway products will supply a copy of this entire MAP Policy to any new or existing accounts, including e commerce-type Etailer (s).

Please refer any questions, violations or concerns to the Citrusway MAP Policy Manager, Virginia Ramsay.

Virginia Ramsay
Citrusway/Alva Jade
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800-821-0912
954-439-5846
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Minimum Advertised Pricing (MAP)

January 2015

UPC Code	CW Item No.	Product	Suggested Retail Price (SRP)	Minimum Advertised Price (MAP)
7-98304-04484-3	CWNT1	Citrusway Nail Treatment	\$16.99	\$16.15
6-08729-26928-1	CWNTD6	Citrusway Nail Treatment Display 6pk	\$ 101.94	\$96.85
7-98304-06379-0	CWFS1	Citrusway Foot Spray	\$10.69	\$10.16
7-98304-06380-6	CWFL1	Citrusway Foot Lotion	\$15.99	\$15.20
7-00175-94724-6	CWFF1	Citrusway Foot File	\$8.95	\$8.54