

Detoxify Brand MAP Policy

Detoxify Brand Minimum Advertised Pricing Policy Effective January 1, 2010

Detoxify has adopted this Minimum Advertised Pricing (MAP) policy to ensure the maintenance of its reputation with consumers for high-quality, effective products, as well as its ability to support the promotional efforts of its resellers.

Further, this policy has been implemented to combat the sale of competing products that infringe on Detoxify's intellectual property, and to prevent resellers from liquidating Detoxify brand products that are past their printed expiration date.

Policy Coverage

This MAP policy applies to all resellers of Detoxify brand products who are selling, either online or in brick-and-mortar retail outlets, to consumers (end-users). A reseller's choice to sell any Detoxify brand product constitutes acceptance of this policy in full, without confirmation, written or verbal, by the reseller of their acceptance.

This policy applies to all Detoxify brand products, including but not limited to Ready Clean, Xxtra Clean, Mega Clean, Green Clean, Fast & Clean, Ready Clean for Women, Constant Cleanse, and PreCleanse.

This policy applies to list or advertised prices, and not the prices at which Detoxify brand products are actually sold by resellers.

Advertising includes, but is not limited to search engine (PPC) advertising, email marketing, online display advertising, social media marketing, search engine optimization (including page titles and descriptions), shopping feed and comparison shopping engine advertising, affiliate marketing, print advertising, radio advertising, TV advertising, cataloging, direct mail marketing, social media marketing and couponing.

This policy does not apply to the actual price displayed to a consumer within the checkout or shopping cart pages of a website. Further, it does not apply to non-price promotions such as "free shipping", "Buy-One-Get-One", online or in-store checkout coupon codes, or "free gift with purchase" promotions.

Minimum Advertised Prices

Minimum advertised prices for Detoxify brand products are equal to the published MSRPs (retail prices) on Detoxify.com.

Detoxify reserves the right to periodically change these prices, without written notice to resellers. Detoxify may, at its sole discretion, periodically run promotions that include special promotional pricing. Such periodic promotional pricing may be mimicked by resellers during the promotional period only.

Policy Violations

In the event of any violation of this policy by a reseller, Detoxify may choose to cease supplying the Detoxify brand products to that reseller and/or its distributors without written notice. Further, a violation will result in the nullification of any promotional support agreements between Detoxify and the violating reseller.

Changes to MAP Policy

Detoxify reserves the right to periodically change the terms of this policy and will post on Detoxify.com dated notification of any such changes.

Detoxify employees, salespeople, and distributors are not authorized to modify or grant exceptions to this policy.