



NUD MAP Pricing and Internet Policy

This is the policy of NUD (“the Company”) with regards to the showcasing, selling, and quoting of prices for the Company’s products (the “Products”) via physical retail stores and the Internet. The purpose of this policy is to ensure fair and equitable treatment for all of the Company’s retailers (herein “Retailers”) marketing through this format.

1. The Company recognizes that the Internet and its role in commerce continually evolves, providing great opportunities for the Company and its authorized dealers to expand brand and product awareness. In furtherance of our commitment to our Retailers and the public, we have prepared the following Minimum Advertising and Pricing (MAP) and Internet Policy to outline the criteria for use of our Products:

2. The Company owns all Intellectual Property related to the Products. “Intellectual Property” means: (a) trademarks, trade dress, designs, images, copyrights and any other rights to any form or medium of expression; (b) trade secrets, privacy rights, and any other protection for confidential information or ideas; (c) all designs, forms, patents and patent applications; (d) any items, information or theories which are protectable or able to be registered under any copyright, patent, trade secret, confidentiality or other similar laws; (e) trademarks and trade names; and (f) any other similar rights or interests recognized by applicable law, associated with or of the Products. You acknowledge and agree that the Company owns and shall retain all ownership in the Intellectual Property. NUD reserves the right to approve or require modification of any representations of its Intellectual Property that, in NUD’s sole judgement, fails to meet presentation standards in all advertising, promotional material and web content. Failure to remedy violations within 5 days of written notice for violations of these presentation standards will be grounds for terminating your right to sell NUD Products until such violations are remedied.

3. Authorized Retailers who offer the Products for sale via physical stores or through the Internet agree not to advertise below Company’s Minimum Advertised Prices. The Minimum Advertised Prices are published by the Company for the Products, and updated periodically. Dealers will be required to update their advertised prices accordingly and promptly within a commercially reasonable period of time. The current Minimum Advertised Price for any Product as listed in Attachment A: NUD MAP Pricing list. Internet retailers are required to post prices on their website. “Call or Click for Price” posting on any website is unacceptable. Company reserves the right to monitor posted prices on the Retailer’s website(s) or other forms of advertising. - For the purpose of this policy, “advertised price” shall mean the dealer’s total Internet selling price, the value of any associated premium, pre-paid shipping charges, rebate, discount, gift, and/or promotional item given away with the sale of the Products. The total advertised price, minus the value of additional incentives may not be less than the total of the stated Minimum Advertised Price. - Each Retailer is responsible for and liable for any business conducted on its website(s) or otherwise, including, but not limited to, security, privacy, and inappropriate materials. - This advertising policy covers advertising and related materials that are posted anywhere on an Internet website, including order entry/purchase order form, direct email advertising and also advertising and related materials that are accessible through the website by means of a hyperlink. - Violation of the “Minimum Advertised Price” policy will result in a suspension of orders and shipments of the Company’s Products until the violation is corrected. Repeat violations may result in the termination of shipments of the Company’s Products.

Attachment A
 NUD MAP Pricing
 Effective 5/5/17

UPC Code	Brand	Description	Size	SRP	MAP Pricing
6 36996 93908 8	NUD	BARE BEAUTY	90 CAP	35.99	32.39
6 36996 93906 4	NUD	BARE BIOTIC	60 CAP	35.99	32.39
6 36996 93912 5	NUD	BARE BOOST	60 CAP	39.99	35.99
6 36996 93907 1	NUD	BARE FIT	90 CAP	35.99	32.39
6 36996 93910 1	NUD	BARE MAN	90 CAPS	39.99	35.99
6 36996 93911 8	NUD	BARE STRENGTH	90 CAP	35.99	32.39
6 36996 93818 0	NUD	MULTI,WOMENS	60 CAP	14.99	13.49
6 36996 93909 5	NUD	MULTIVITAMIN,MENS	60 CAP	14.99	13.49
6 36996 93913 2	NUD	VITAMIN A PALMITATE	60 TAB	12.99	11.69
6 36996 93914 9	NUD	VITAMIN B COMPLEX	60 CAP	12.99	11.69
6 36996 93905 7	NUD	VITAMIN C	60 TAB	12.99	11.69
6 36996 93917 0	NUD	VITAMIN D3	60 SGEL	12.99	11.69
6 36996 93916 3	NUD	VITAMIN E	60 SGEL	12.99	11.69