



## MINIMUM ADVERTISED PRICE AND RESELLER POLICIES

Reviva Labs, Inc. (“Manufacturer”) has adopted the following Minimum Advertised Price Policy (the “MAP Policy”) designed to protect the long-term strength and integrity of its brand, and Resellers’ investment in Manufacturer and its products (“Products”), by helping Resellers engage in advertising that best conveys to customers the value of Manufacturer’s Products.

The MAP Policy applies unilaterally to all retailers, wholesalers, distributors, or resellers of Manufacturer’s Products (“Resellers”) and is to maintain an advertised pricing structure. The MAP Policy applies to advertised prices, not the prices at which Products are actually sold, and each Reseller is free to set its actual resale price for any product independently.

Manufacturer’s MAP Policy is now in effect and Resellers are now expected to be in compliance. The Minimum Advertised Prices for Reviva Labs’ Products are 25% off of MSRP:

| SKU      | DESCRIPTION                                     | Weight    | UPC             | MSRP            | MAP     |
|----------|---|-----------|-----------------|-----------------|---------|
| 100      | Brightening Facial Cleanser                     | 4.0 oz.   | 0 87992 11391 8 | <b>\$14.00</b>  | \$10.50 |
| 101      | Cleansing Milk                                  | 4.0 oz.   | 0 87992 11111 2 | <b>\$14.00</b>  | \$10.50 |
| 103      | Soothing Skin Tonic                             | 4.0 oz.   | 0 87992 11112 9 | <b>\$14.00</b>  | \$10.50 |
| 105      | Mild Exfoliating Honey & Almond Scrub           | 1.5 oz.   | 0 87992 11113 6 | <b>\$12.00</b>  | \$9.00  |
| 107      | Light Skin Peel Mild Exfoliant                  | 1.5 oz.   | 0 87992 11115 0 | <b>\$24.20</b>  | \$18.15 |
| 108      | Pomegranate Lactic Acid Exfoliant               | 2 oz.     | 0 87992 11972 9 | <b>\$20.90</b>  | \$15.68 |
| 109      | Microdermabrasion Pomegranate Scrub             | 2 oz.     | 0 87992 11943 9 | <b>\$20.90</b>  | \$15.68 |
| 174      | Gentle Soothing Cleansing Gel                   | 4.0 oz.   | 0 87992 11163 1 | <b>\$14.00</b>  | \$10.50 |
| 183      | Elastin Collagen Skin Toner                     | 4.0 oz.   | 0 87992 11147 1 | <b>\$12.00</b>  | \$9.00  |
| 184      | Glycolic Acid Facial Toner                      | 4.0 oz.   | 0 87992 11241 6 | <b>\$18.00</b>  | \$13.50 |
| 185      | Glycolic Acid Facial Cleanser                   | 4.0 oz.   | 0 87992 11245 4 | <b>\$18.00</b>  | \$13.50 |
| 201      | Skin Texturizing Day Crème w/ALA                | 2 oz.     | 0 87992 11386 4 | <b>\$25.30</b>  | \$18.98 |
| 202      | Makeup Primer                                   | 1 fl. oz. | 0 87992 11963 7 | <b>\$21.50</b>  | \$16.13 |
| 205      | Purifying Antioxidant Serum with Emblica & More | 1 fl. oz. | 0 87992 12079 4 | <b>\$35.20</b>  | \$26.40 |
| 209      | Glycolic Acid Oily Skin Light Day Moisturizer   | 1.5 oz.   | 0 87992 11278 2 | <b>\$20.90</b>  | \$15.68 |
| 212      | Eye Gelee Concentrate                           | 1 oz      | 0 87992 11110 5 | <b>\$14.00</b>  | \$10.50 |
| 214      | Vitamin E Oil E-Stick (single)                  | 1/8 oz    | 0 87992 11117 4 | <b>\$5.00</b>   | \$3.75  |
| 214-12pk | 12 pack Vitamin E-Oil Stick                     |           | 0 87992 11319 2 | <b>\$60.00</b>  | \$45.00 |
| 214-24pk | 24 pack Vitamin E-Oil Stick                     |           | 0 87992 11260 7 | <b>\$120.00</b> | \$90.00 |
| 216      | Eye Complex Firming Cream                       | 1 fl. oz. | 0 87992 11204 1 | <b>\$18.00</b>  | \$13.50 |
| 233      | Dual Source Vitamin C Serum                     | 1 fl. oz. | 0 87992 12087 9 | <b>\$24.95</b>  | \$18.71 |

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# Reviva<sup>®</sup> LABS

The Natural Skin Care Authority

|       |  |            |                 |         |         |
|-------|--|------------|-----------------|---------|---------|
| 260   | Ultra Rich Ultra Light Daytime Moisturizer w/Vitamin C           | 1.5 oz.    | 0 87992 11119 8 | \$16.00 | \$12.00 |
| 261   | Spider Vein Day Crème with Vitamin P                             | 1.5 oz.    | 0 87992 11368 0 | \$20.90 | \$15.68 |
| 262   | Varicose Spider Vein Lotion                                      | 8.0 fl oz. | 0 87992 11372 7 | \$25.30 | \$18.98 |
| 290   | INTERCELL Hyaluronic Acid Day Crème                              | 1.5 oz.    | 0 87992 11121 1 | \$18.00 | \$13.50 |
| 296   | SPF 25 Sun Protective Moisturizer with Sunscreen                 | 1.5oz      | 0 87992 11104 4 | \$20.00 | \$15.00 |
| 301   | DMAE Concentrate   | 1 fl. oz.  | 0 87992 11385 7 | \$20.90 | \$15.68 |
| 302   | Multi-Peptide Complex  | 2 oz.      | 0 87992 11408 3 | \$53.90 | \$40.43 |
| 303   | Under Eye Dark Circle Serum                                      | 1 fl. oz.  | 0 87992 11596 7 | \$31.90 | \$23.93 |
| 305   | Collagen Revitalizing Crème                                      | 2 oz.      | 0 87992 11952 1 | \$38.50 | \$28.88 |
| 306   | Nourishing Crème   | 1.5 oz.    | 0 87992 11979 8 | \$27.50 | \$20.63 |
| 307   | Collagen Serum   | 1 fl. oz.  | 0 87992 11981 1 | \$27.50 | \$20.63 |
| 310   | Swiss Apple Stem Cell Serum                                      | 1 fl. oz.  | 0 87992 11995 8 | \$33.00 | \$24.75 |
| 311   | Vitamin K Crème  | 1.5 oz.    | 0 87992 11257 7 | \$20.90 | \$15.68 |
| 313   | Advance Peptide Plus   | 1 fl oz.   | 0 87992 12086 2 | \$39.95 | \$29.96 |
| 314   | Peptide Facial Skin Prep   | 1 fl. oz.  | 0 87992 12085 5 | \$29.95 | \$22.46 |
| 316   | Throat & Eye Crème with Phytostimuline                           | 1.5 oz.    | 0 87992 11151 8 | \$16.00 | \$12.00 |
| 317   | Collagen Night Crème   | 1.5 oz.    | 0 87992 11126 6 | \$18.00 | \$13.50 |
| 366   | Alpha Lipoic Acid, Vitamin C Ester, DMAE Creme                   | 2 oz.      | 0 87992 11377 2 | \$28.00 | \$21.00 |
| 368   | Firming Eye Serum with DMAE, Alpha Lipoic Acid & Vitamin C Ester | 1 fl. oz.  | 0 87992 11382 6 | \$20.90 | \$15.68 |
| 369   | Hyaluronic Acid Serum  | 1 fl. oz.  | 0 87992 11392 5 | \$24.20 | \$18.15 |
| 377   | Stretch Mark Prevention Lotion                                   | 8.0 fl oz. | 0 87992 11374 1 | \$22.00 | \$16.50 |
| 381   | 5% Glycolic Acid Crème   | 1.5 oz.    | 0 87992 11234 8 | \$27.50 | \$20.63 |
| 383   | 10% Glycolic Acid Crème  | 1.5 oz.    | 0 87992 11287 4 | \$31.90 | \$23.93 |
| 385   | Elastin & DMAE Night Crème                                       | 1.5 oz.    | 0 87992 11127 3 | \$18.00 | \$13.50 |
| 388   | Elastin Collagen Body Firming Lotion                             | 8.0 fl oz. | 0 87992 11152 5 | \$22.00 | \$16.50 |
| 390   | INTERCELL Hyaluronic Acid Night Gel                              | 1.25 oz.   | 0 87992 11130 3 | \$18.00 | \$13.50 |
| 449   | Problem Skin Mask  | 1.5 oz.    | 0 87992 11156 3 | \$16.50 | \$12.38 |
| 484   | Green Papaya Oxygenating Radiance Mask                           | 1.5 oz.    | 0 87992 11305 5 | \$24.00 | \$18.00 |
| 568   | Seaweed Soap   | 4.5 oz.    | 0 87992 11132 7 | \$8.00  | \$6.00  |
| 576-R | Rosewater Facial Spray   | 8.0 fl oz. | 0 87992 11166 2 | \$14.00 | \$10.50 |
| 579   | Brown Spot Brightening Night Crème                               | 1.5 oz.    | 0 87992 11159 4 | \$18.00 | \$13.50 |
| 581   | Skin Brightening Day Crème                                       | 1.5 oz.    | 0 87992 11205 8 | \$19.00 | \$14.25 |
| 585   | Brown Spot Night Gel with Glycolic Acid                          | 1 oz.      | 0 87992 11271 3 | \$19.00 | \$14.25 |
| 586-K | Brown Spot Night Crème with Kojic Acid                           | 1 oz.      | 0 87992 11586 8 | \$18.00 | \$13.50 |
| 587-K | Daytime Skin Brightener Fade Crème with Kojic Acid               | 1.5 oz.    | 0 87992 11587 5 | \$19.00 | \$14.25 |

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|             |   |            |                 |                 |         |
|-------------|---|------------|-----------------|-----------------|---------|
| 590         | Collagen Fiber Eye Pads with Myoxinol Kit     | 6.7        | 0 87992 11949 1 | <b>\$41.80</b>  | \$31.35 |
| 591         | Collagen Fiber Eye Pads with Myoxinol         | 0.7        | 0 87992 11950 7 | <b>\$23.10</b>  | \$17.33 |
| 592         | Collagen Fibre Skin Brightener Pads           | 0.5        | 0 87992 11988 0 | <b>\$22.00</b>  | \$16.50 |
| 593         | Dark Spot Brightening Serum                   | 1.0 fl oz. | 0 87992 12010 7 | <b>\$20.90</b>  | \$15.68 |
| 600         | Bamboo Charcoal Pore Minimizing Mask          | 2 oz.      | 0 87992 12121 0 | <b>\$19.95</b>  | \$14.96 |
| 601         | Bamboo Charcoal Pore Minimizing Cleansing Gel | 4.0 oz.    | 0 87992 12122 7 | <b>\$21.95</b>  | \$16.46 |
| 602         | Coconut Charcoal & White Lava Rock Body Wash  | 8.0 fl oz. | 0 87992 12116 6 | <b>\$24.95</b>  | \$18.71 |
| 604         | Coconut Charcoal Moisturizing Day Crème       | 2 oz.      | 0 87992 12124 1 | <b>\$24.95</b>  | \$18.71 |
| 605         | Activated Charcoal Time Release Night Crème   | 2 oz.      | 0 87992 12125 8 | <b>\$24.95</b>  | \$18.71 |
| 840-B       | Mascara Brown                                 | .25 oz     | 0 87992 11102 0 | <b>\$11.00</b>  | \$8.25  |
| 840-B 12 pk | 12 pack Mascara Brown                         |            | 0 87992 11351 2 | <b>\$132.00</b> | \$99.00 |
| 840-K       | Mascara Black                                 | .25 oz     | 0 87992 11101 3 | <b>\$11.00</b>  | \$8.25  |
| 840-K 12 pk | 12 pack Mascara Black                         |            | 0 87992 11350 5 | <b>\$132.00</b> | \$99.00 |

## MAP Terms & Conditions

- A. The MAP Policy shall apply to all Resellers, and any Drop Shippers or Third-Party Fulfillment Centers used by Resellers (if they advertise or market Products for Resellers). The minimum advertised prices for all Manufacturer Products (“Minimum Advertised Price”) shall be listed on each Manufacturer Price List. Minimum Advertised Prices may be adjusted by Manufacturer from time to time, at its sole discretion.
- B. The MAP Policy applies to all advertisements of Manufacturer Products over the Internet or similar electronic media including but not limited to websites, banner ads, online advertising (e.g., google adwords, etc.), and in any and all other media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio and public signage. No such advertisement will represent or imply that any Product may be sold by a Reseller, Sub Distributor or Fulfillment Center for less than the full Minimum Advertised Price.
- C. Free offers or similar promotional offers associated with Manufacturer’s Products
1. Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP.
  2. “Bundling” or including a free or discounted product (whether made by Manufacturer or another manufacturer) with a Manufacturer Product would violate this MAP Policy and is not permitted.
  3. For multipack offers the Minimum Advertised Price of the multipack is the quantity of SKU(s) in the multipack multiplied by the respective Minimum Advertised Price of the SKU(s) that comprise said multipack.
  4. Any strike-through or other alteration of the Minimum Advertised Price is prohibited.

5. Including in any advertising for a Product covered by this MAP Policy a gift card, coupon or any other type of discount that would effectively immediately reduce the advertised price of the Manufacturer's Product below the Minimum Advertised Price then in effect for such Product will constitute a violation of this MAP Policy.
  6. Manufacturer may run a sale, promotion, bundle, etc. from time to time and in such case the MAP will be the same as the sale price on those particular items and on those particular dates. Manufacturer will send out a notice in advance with details of the special.
- D. The MAP Policy does not establish maximum advertised prices. All Resellers may offer Manufacturer Products at any price in excess of the Minimum Advertised Price. Internet auctions may not display or have reserved bid, "buy it now" or other acceptable prices below the Minimum Advertised Price.
- E. The MAP Policy does not in any way limit the ability of any Reseller to advertise that "they have the lowest prices" or, they "will meet or beat any competitor's price," that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for Products is not less than Minimum Advertised Price.
- F. From time to time, Manufacturer may permit Resellers to advertise one or more of the Manufacturer Products covered by this MAP Policy at prices lower than the MAP for a specified period. In such case, Manufacturer will notify its resellers in advance of the details of the limited suspension or modification of this MAP Policy.
- G. A Reseller with multiple store locations that violates this MAP Policy at any particular store location will be considered to have violated this MAP Policy at all its store locations.
- H. Manufacturer's sales representatives are not permitted to make any agreement with any Reseller with respect to the advertising or pricing of Manufacturer Products, including without limitation, modifications to this MAP Policy.
- I. In the case of a violation of the MAP Policy the following actions will be taken by Manufacturer (or its designated agents) against the Reseller:
1. **1st Violation:** Notification with warning. Request Resellers abide by MAP and show compliance within 48 hours. Upon correction and following 30 days of compliance, violation will then be cleared.
  2. **2nd Violation:** Notification with restrictions. Suspension of purchasing abilities for 90 days. Post suspension, and upon correction and following 90 days of compliance, violation will then be cleared.
  3. **3rd Violation:** Termination of the Reseller's business relationship with Manufacturer and its Products with or without notice at the sole discretion of Manufacturer.



- J. Reseller agrees to comply with all requirements applicable to sales of Products now in force, or which may hereafter be in force, of all municipal, county, state and federal authorities. Without limiting the foregoing, Internet Reseller shall file sales and use tax returns in all jurisdictions where such filing is required and shall timely pay any taxes due.
- K. Reviva Labs has contracted MAPtrackers (PO Box 788, Niwot CO, 80544, 814.314.1004) to monitor and manage our MAP policy. Emails received via [revivalabs@maptrackers.com](mailto:revivalabs@maptrackers.com) are approved by Reviva Labs. To verify this information or for inquiries please contact Reviva Labs by email at [map@revivalabs.com](mailto:map@revivalabs.com) or via telephone 856.428.3885.

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