



Minimum Advertised Pricing Policy

Effective January 5, 2018

Belle + Bella LLC has established its brands, Non Dairy Yogurt Starter, Probiology Skin Therapy, and Max Strength Probiotic, as premium brands. In order to retain its image and protect margins from eroding, Belle + Bella LLC has established a Minimum Advertised Pricing Policy (MAP).

As a condition to being a retailer, dealer, or distributor of Belle + Bella LLC brands (Non Dairy Yogurt Starter, Probiology Skin Therapy, and Max Strength Probiotic), it is essential that the following terms and conditions be met.

- 1. MAP is defined as Suggested Retail Price less 15%.

UPC	Product	MAP	MSRP
793573184863	Non Dairy Yogurt Starter	\$5.94	\$6.99
040232352072	Automatic Yogurt maker	\$59.49	\$69.99
094922726957	Probiotic Flora Restore 30ct	\$16.99	\$19.99
094922726933	Probiotic Flora Restore 60ct	\$25.49	\$29.99
094922157461	Probiology Skin Therapy	\$21.24	\$24.99
040232611148	Probiotic Flora Prenatal	\$21.24	\$24.99
040232662096	Probiotic Flora Fem	\$33.99	\$39.99

- 2. Temporary Price Reductions (TPR), Online Specials, Line Drives, and Online Coupons may be allowed with prior approval.
- 3. All dealers who list Belle + Bella LLC products on third party websites such as Amazon, eBay, and other internet shopping sites cannot offer an immediate purchase price that is lower Belle + Bella LLC’s MAP.
- 4. The MAP policy will apply to all advertisements of Belle + Bella LLC brands in any print or electronic media, which includes but is not limited to, email solicitations, internet sales, mailers, inserts, catalogs, radio, internet video, print media of any sort and public signage. Internet auctions may not display or have reserved bids or accept prices below the MAP.
- 5. Wording as such as “click to” or “call for” or “email for” or “low prices” or any similar phrases or symbols that indicate that there is lower pricing than the MAP may not be used in any type of advertising as outlined above.

Any violation of the Belle + Bella LLC MAP policy can result in immediate termination of any and all rights as a retailer, dealer or distributor of its brands.

Belle + Bella LLC reserves the right to modify or cancel the terms of this MAP policy at any time and without notice.

Thank you for your continued support of our products.

Sincerely,
Alan Cheung
Founder & President