



February 27, 2020

2020 UPDATE TO MAP POLICY

Diamond Herpanacine of PA (DH of PA), a Pennsylvania corporation is dedicated to providing the highest quality, most effective vitamin supplements formulated by Dr. Wayne Diamond, N.D. In order to continue to protect the integrity and reputation of our company and our brands, we have updated our February 2017 Minimum Advertised Price (MAP Policy) for all resellers, retailers and e-tailers whether buying direct or via any other distribution channels.

This update will go into effect on March 15, 2020 and includes resale of all DH of PA vitamin formulas including but not limited to Herpanacine Skin Support 100 and 200 capsules size bottles, DiamondMIND Advanced Cognition Formula, Diamond Eye Health Ocular Support, Diamond Etern-L Age Rewind and Healthy Horizons Stress Fighting Mega Multi. (herein referred to as the “Products”)

Any seller of DH of PA “Products” through retail outlets, the internet or otherwise are subject to this MAP Policy. By purchasing, acquiring, holding for sale or selling to end consumers DH of PA Products, each person or entity by such action acknowledges receipt, understanding and intent to comply with the terms and conditions of this MAP Policy.

- A. Effective date for this updated MAP Policy is March 15, 2020.
- B. Under this MAP Policy, advertised pricing for all of DH of PA’s products can not be shown at a discount greater than 15% off of actual, current manufacturers suggested retail price (MSRP) set only by DH of PA. The lowest MAP Pricing and actual MSRP are listed below per item.

	MSRP	MAP
Herpanacine Skin Support 100 capsules	MSRP \$33.99	MAP \$28.89
Herpanacine Skin Support 200 capsules	MSRP \$53.99	MAP \$45.89
DiamondMIND Advanced Cognition Formula	MSRP \$28.99	MAP \$24.64
Diamond Eye Health Ocular Support	MSRP \$34.99	MAP \$29.74
Diamond Etern-L Age Rewind	MSRP \$34.99	MAP \$29.74
Healthy Horizons Stress Fighting Mega Multi	MSRP \$17.99	MAP \$15.29

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- C. DH of PA preserves the right to adjust this MAP Policy at any time, giving 15 day notice to resellers buying direct, as well as to distributors for their customers.
- D. Any price related to DH of PA Products on any internet website is considered to be “advertising” and must conform to this MAP Policy.
- E. Advertising that expresses or implies a price below MAP which results in a price displayed below MAP on the page or in the shopping cart is in violation of this MAP Policy.
- F. Retailers are responsible for ensuring their pricing is at, or above MAP on any and all Internet search engines.
- G. All authorized retailers which includes a person or entity who obtains DH of PA Products for resale through established and approved distributor channels agree to follow this MAP Policy when advertising the Products.
- H. For multipack offers, the pricing must still follow MAP Policy prices for the SKU(s) multiplied by the respective MAP Price of the SKU(s) that comprise said multipack.
- I. MAP Policy violators will receive one warning if violation occurs and 48 hours to correct their violation.
- J. Upon a second MAP Policy violation, all resellers will be blocked immediately from any further purchases both direct and through distribution.
- K. If a reseller has multiple seller accounts, marketplaces and/or web domains and violates the MAP Policy with any account, DH of PA will consider this to be a violation by all the reseller’s accounts, thus warning and/or blocking all.

For questions regarding this MAP Policy, please reach out to Debbie@diamondformulas.com.