



MAP Policy

Wellgenix™ is focused on maintaining high margins for our reseller and distributor network. Wellgenix™ is committed to enforcing policies which allow our resellers to maintain high profit margins through the sale of our products. Wellgenix™ has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of Wellgenix products. All Wellgenix™ Authorized Resellers must agree to the terms and conditions of the MAP Policy.

Wellgenix™ MAP Policy Guidelines

MAP pricing for all Wellgenix™ products can be found on your current price list. All advertised prices must be at or above MAP for all Wellgenix™ products if a MAP price has been established by Wellgenix™. Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP. Other statements such as “call for price” or “call for quote” are acceptable and permitted.

Resellers are also responsible for ensuring their Wellgenix™ product pricing is at or above MAP on internet search engines. Resellers are free to set the actual resale price of any product if it is at or above MAP price given the most recent publication of the price list. Wellgenix™ MAP policy for all Wellgenix™ products apply to advertising placements, including but not limited to print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters, or coupons.

From time to time, Wellgenix™ may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, Wellgenix™ reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period by providing advance notice to all resellers of such changes.

Why do we need MAP policies?

1. MAP policies provide a consistent product value across sales channels, which helps the retailer as well as the consumer.
2. Gives retailers an incentive to further educate the consumer.
3. Helps to maintain proper positioning and value of Wellgenix™ products in the marketplace as well as against competitors.

MAP Pricing Guidelines

The MAP Policy: Resellers may advertise Wellgenix™ products at or above the minimum advertised price. The MAP is set for the following products:

Product Description	UNFI Item Numbers	UPC	MSRP	MAP
Balanced Essentials Liquid Multi 32oz	61743, 32465	759051050310	\$44.95	\$34.95
Sea Essentials 32oz	32448, 32735	759051050105	\$39.95	\$32.95
Purvana Hair, Skin & Nails Softgels 30ct	84755	759051060050	\$24.95	\$19.95
BioAvailable B12 60ct	244921, 32487	759051800892	\$29.95	\$19.95
Menocet Plus Menopause Support	244924	759051800694	\$27.95	\$19.95
Omni Capsules 4ct	193013	759051050150	\$24.95	\$16.95
Omni 1oz Punch	80489, 59559	759051400023	\$34.95	\$23.95
Omni 16oz Punch	79645	759051050006	\$24.95	\$18.95
Omni 16oz Grape	79643	759051400078	\$24.95	\$18.95
Omni 32oz Punch	80491, 44938	759051800137	\$39.95	\$27.95

MAP Pricing Violations

MAP Violations will be taken seriously with all vendors. Violation can result in the immediate loss of Authorized Reseller status and your ability to purchase all Wellgenix™ products both direct as well as through distribution. By purchasing our products for retail sale, the Retailer is agreeing to adhere to these terms and conditions. Effective January 1st, 2021 MAP on all Wellgenix™ products will be in effect.

