



HONEYBEE GARDENS

MINIMUM ADVERTISED PRICE AND POLICIES

Honeybee Gardens, Inc. MAP policy states that all retailers selling on the Internet maintain an advertised pricing structure. The Honeybee Gardens MAPs take effect on and retailers must be in compliance no later than MAY 24, 2017. The Minimum Advertised Price for Products are:

MINIMUM ADVERTISED PRICE (MAP)

PRODUCT	UPC	MAP
Truly Natural Lipstick		
Bermuda	665013771110	\$13.99
Bombshell	665013711888	\$13.99
Burlesque	665013760459	\$13.99
Cherokee	665013760701	\$13.99
Desire	665013728237	\$13.99
Dream	665013772230	\$13.99
Goddess	665013760527	\$13.99
Heirloom	665013761234	\$13.99
Masquerade	665013712274	\$13.99
Paradise	665013771233	\$13.99
Queen Bee	665013757558	\$13.99
Risque	665013727957	\$13.99
Romance	665013727841	\$13.99
San Francisco	665013757060	\$13.99
Seduction	665013710171	\$13.99
South Beach	665013751273	\$13.99
Thoroughbred	665013731275	\$13.99
Tuscany	665013760237	\$13.99
Valentine	665013728008	\$13.99
Vintage Merlot	665013728015	\$13.99
WaterColors Nail Enamel		
Abyss	665013571154	\$12.99
Burlesque, DISCONTINUED	665013560455	\$12.99
Camelot, DISCONTINUED	665013557028	\$12.99
Cherokee, DISCONTINUED	665013560707	\$12.99

Clear (Base/Top)		665013590001		\$12.99
Desire		665013528233		\$12.99
Destiny		665013570126		\$12.99
Fairy Dust		665013560745		\$12.99
Goddess		665013560523		\$12.99
Hippie Chick		665013526260		\$12.99
Manhattan, DISCONTINUED		665013570133		\$12.99
Manicure White		665013505227		\$12.99
Mocha Latte		665013523054		\$12.99
Nude Beach, DISCONTINUED		665013570140		\$12.99
Oasis		665013571147		\$12.99
Renaissance, DISCONTINUED		665013571123		\$12.99
Risque, DISCONTINUED		665013527953		\$12.99
Romance, DISCONTINUED		665013527847		\$12.99
San Francisco		665013557066		\$12.99
Serenity, DISCONTINUED		665013570119		\$12.99
Shiny Penny, DISCONTINUED		665013557905		\$12.99
Tease, DISCONTINUED		665013571130		\$12.99
Tuscany		665013560233		\$12.99
Valentine		665013528004		\$12.99
Vintage Merlot		665013528011		\$12.99
Whisper		665013570102		\$12.99
Wildfire		665013571116		\$12.99
Nail Polish Remover 4 fl. oz.		665013530007		\$9.99
PowderColors Eye Shadow				
Angelic		665013440108		\$7.99
Castaway		665013440184		\$7.99
Celtic		665013440214		\$7.99
Chai		665013440221		\$7.99
Cloud Nine		665013440191		\$7.99
Flirtatious		665013440139		\$7.99
Gypsy		665013440153		\$7.99
Martini		665013440207		\$7.99
Moon Dust		665013440115		\$7.99
Passage to India		665013440252		\$7.99
Princess		665013440122		\$7.99
Satin Sheets		665013440238		\$7.99
Sedona		665013440245		\$7.99
Spellbound		665013440146		\$7.99
Sunset Strip		665013440177		\$7.99
Tempress		665013440160		\$7.99

Wanderlust		665013440276		\$7.99
Wicked		665013440283		\$7.99
Pressed Powder Eye Shadow Singles				
Product				
Antique		665013844302		\$8.99
Porcelain		665013844104		\$8.99
Ninja Kitty		665013844203		\$8.99
Cameo		665013843206		\$8.99
Canterbury		665013843305		\$8.99
Mojave		665013843008		\$8.99
Cairo		665013845408		\$8.99
Coco Loco		665013843404		\$8.99
Tippy Taupe		665013843107		\$8.99
Daredevil		665013845200		\$8.99
Dragonfly		665013845309		\$8.99
Drama Bomb		665013845101		\$8.99
Pacific		665013841004		\$8.99
Nirvana		665013844401		\$8.99
Conspiracy		665013842001		\$8.99
Eye Compact		665013849994		\$12.99
JobaColors Eye Liner				
Jet Set		665013850082		\$8.99
Belgian Chocolate		665013850099		\$8.99
Brown Sugar		665013850105		\$8.99
Blue Jeans		665013850136		\$8.99
Smoking Gun		665013850075		\$8.99
Envy		665013850143		\$8.99
Passion		665013850150		\$8.99
Truly Natural Mascara				
Black - Black Magic		665013470105		\$12.99
Brown - Choc. Truffle		665013470112		\$12.99
Black\Brown - Espresso		665013470129		\$12.99
Eye Shadow Quad Palettes				
Cosmopolitan palette		665013491117		\$29.99

Party Girl palette		665013492220		\$29.99
Smokey Eye palette		665013493333		\$29.99
Luscious Lip Gloss				
Innocence		665013770106		\$11.99
Viper		665013770113		\$11.99
Glam I am		665013770120		\$11.99
Hollywood		665013770137		\$11.99
Eternity		665013770144		\$11.99
JobaColors Lip Liner				
Charisma		665013780129		\$8.99
Fantasy		665013780136		\$8.99
Perfection		665013780143		\$8.99
Island Spice		665013780150		\$8.99
Zen		665013780167		\$8.99
Pressed Mineral Powder Foundation				
Geisha		665013631001		\$10.99
SuperNatural		665013632008		\$10.99
Luminous		665013633005		\$10.99
Malibu		665013634002		\$10.99
Montego		665013635009		\$10.99
Avignon		665013636006		\$10.99
Sultana		665013638000		\$10.99
Sundance		665013637003		\$10.99
Foundation Compact w/ Puff		665013631117		\$12.99
Complexion Perfecting Blush				
Breathless		665013671014		\$13.99
Euphoria		665013671045		\$13.99
Rendezvous		665013671038		\$13.99
Tea Rose		665013671052		\$13.99
Tryst		665013671021		\$13.99
Cosmetic Tools				
Mini Kabuki Brush / Bronzer		665013411009		\$12.99
Eco Friendly Brush Set		665013122226		\$16.99
Pencil Sharpeners - pink		665013413119		\$5.99
Pencil Sharpeners - purple		665013413126		\$5.99

4 Sided Nail File/Buffer		665013415038		\$6.99
Honeybee Gardens Bath & Body Care Products				
Herbal Mint Alcohol Free Hair Spray		665013320035		\$11.99
Tropical Lip Balm		665013351893		\$2.99
Vanilla Pie Lip Balm		665013353293		\$2.99
Orange Mimosa Lip Balm		665013355693		\$2.99
Strawberry Champagne Lip Balm		665013354993		\$2.99
Deodorant Powder		665013132027		\$8.99
Herbal Aftershave Unfragranced		665013260010		\$8.99
Herbal Aftershave Bay Rum		665013261024		\$8.99
Herbal Aftershave Florida		665013263035		\$8.99
Herbal Aftershave Key Lime		665013264049		\$8.99
Herbal Aftershave Sandalwood		665013266067		\$8.99
Herbal Aftershave Vermont		665013267071		\$8.99
HBG for Men Unscented Deodorant Powder		665013132034		\$8.99
HBG for Men Bay Rum Deodorant Powder		665013132041		\$8.99

A. The MAP Policy shall apply to Internet Retailers and any Drop Shippers or Third-Party Fulfillment Centers used by Internet Retailers approved by Honeybee Gardens. The minimum prices for all Honeybee Gardens Products ("Minimum Advertised Price") shall be listed on each Honeybee Gardens Price List. Minimum Advertised Prices may be adjusted by Honeybee Gardens from time to time, at its sole discretion.

B. The MAP Policy applies to all advertisements of Honeybee Gardens Products over the Internet or similar electronic media including websites, email newsletters, and email solicitations. No such advertisement will represent or imply that any Product may be sold by an Internet Retailer Sub Distributor or Fulfillment Center for less than the full Minimum Advertised Prices.

C. "Bundling" or including a free or discounted product (whether made by Honeybee Gardens or another manufacturer) with a Honeybee Gardens Product would violate this MAP Policy and is not permitted.

D. For multipack offers the MAP of the multipack is the quantity of SKU(s) in the multipack multiplied by the respective MAP of the SKU(s) that comprise said multipack.

E. Any strike-through or other alteration of the Minimum Advertised Price is prohibited.

F. The MAP Policy does not establish maximum advertised prices. All Internet Retailers, Drop Shippers or Third-Party Fulfillment Centers may offer Honeybee Gardens 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.

G. The MAP Policy does not in any way limit the ability of any Internet Retailer, Drop Shippers or Third-Party Fulfillment Centers 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.

H. From time to time, Honeybee Gardens may permit resellers to advertise one or more of the Honeybee Gardens products covered by this MAP Policy at prices lower than the MAP for a specified period. In such case, Honeybee Gardens will notify its resellers in advance of the details of the suspension or modification of this MAP Policy.

I. 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 reduce the advertised price of the Honeybee Gardens product below the MAP then in effect for such product will constitute a violation of this MAP Policy.

J. Internet auctions may not display or have reserved bid or other acceptable prices that violate MAP pricing.

K. 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.

L. Honeybee's sales representatives are not permitted to make any agreement with any reseller with respect to the advertising or pricing of Honeybee Gardens products, including without limitation, modifications to this MAP Policy.

M. In the case of a violation of MAPs or a violation of the Conditions For Use of Drop Shippers and Third-party Fulfillment Centers the following actions will be taken by Honeybee Gardens against the Internet Retailer

1st Violation: Send warning. Request to abide by MAPs within 24 hours. No hard action taken.

2nd Violation: Send warning. Request to abide by MAPs within 24 hours. Remove purchasing privileges until prices are adjusted.

3rd Violation: Send warning. Request to abide by MAPs within 24 hours. Remove purchasing privileges for 30 days.

4th Violation: Send warning. Remove purchasing abilities permanently. Internet Retailer has 48 hours to remove all listings of Product within all of their online catalogs. Failure to remove such listings will result in Honeybee Gardens taking legal recourse to resolve the matter.