



The NATURIGIN brand and products, brand owned and products manufactured by NATULIQUE, are choosing to enforce a MAP policy to be able to offer retailers the same opportunities across the market and to protect a premium positioning of our products through the sale of e-tailers and e-commerce re-sellers.

MINIMUM ADVERTISED PRICE Policy

Minimum Advertised Price (MAP) online will be 10% of the MSRP (Manufacturers Suggested Retail Price) of \$19,95. MAP is established by NATULIQUE and can only be adjusted by NATULIQUE, doing business as (dba) NATURIGIN. NATURIGIN will enforce this MAP Policy for all NATURIGIN Products and shall apply to all retailers, e-tailers, online retailers, catalog retailers and re-sellers who resell NATURIGIN Products. Re-sellers are free to advertise and promote NATURIGIN Products within our MAP Policy.

MAP Application

NATURIGIN MAP Policy applies to all advertising in any and all media, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media including webpages, email newsletters, email solicitations, television, radio and public signage. The MAP is not applicable to any in-store advertising that is solely advertised in-store and not distributed to any customer. The MAP does not apply to the actual sales price at the checkout page of any retailers or re-seller, but does apply to all other pages on that retailer or re-sellers webpage. Also, the MAP Policy does not suggest any maximum advertised or reselling prices.

Distributors of NATURIGIN will supply a copy of the NATULIQUE'S MINIMUM ADVERTISED PRICE (MAP) Policy to any new or exiting e-tailers and e-commerce re-seller.

MAP Violation

In any case of non-compliance with MAP Policy Standards, the re-seller will be allowed five (5) days to bring advertising into compliance. If re-seller has not changed the advertised price and uphold non-compliance after five (5) days, NATULIQUE dba NATURIGIN and distributors will cease supplying products to that re-seller.

MAP Modifications

NATULIQUE, dba NATURIGIN reserves the right to at any point modify, suspend or discontinue the MAP policy in whole or in part or designate promotional periods during which the terms of the policy changes or designate periods of time where policy is not applicable.

Liability

NATULIQUE can not by any means or ways be held responsible for direct or indirect losses or claims of losses related to the fact that Select Nutrition, a wholeseller, reseller, e-tailers and e-commerce re-sellers or other purchaser is offering the NATURIGIN brand at a price point below the MAP. This clause includes but is not limited to a situation where NATULIQUE is not able to supply the ordered goods also due to reasons of third party and/or if goods is purchased for the reason of selling to clients not intending or have a proven track track record of not complying to this outlined MAP Policy for NATURIGIN.

MAP Pricing

Product	MSRP	MAP
NATURIGIN Hair Color	\$19,95	\$17,95
NATURIGIN Hair Wash	\$19,95	\$17,95
NATURIGIN Conditioner	\$19,95	\$17,95

Contact and additional information may be obtained at:

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