

Minimum Advertised Pricing Policy/Agreement

Effective October 15, 2015, a Minimum Advertised Price (MAP) on all RAW ELEMENTS LLC /RAW ELEMENTS USA - abbreviated here as REUSA - products will be in effect. International accounts must reflect pricing as translated into their local currency.

REUSA has been building a brand of strong recognition and a high perceived value since 2011. Our MAP pricing policy is intended for consumers to purchase from other resellers based on loyalty and customer care expectations. Therefore, if REUSA agrees to allow your company to sell its products, you will need to agree and abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised Price for any GD product shall not be less than 15% below the current Manufacturer's Suggested Retail Price (MSRP) as published on the price sheet. MAP pricing is established by RESUA.
- 2) The MAP for all REUSA products shall be no more than the MSRP provided in the REUSA Price Sheet.
- 3) The MAP policy applies to all advertisements of REUSA products in any and all media.
- 4) The MAP policy is not applicable to: 1) Any in-store advertising that is displayed only in the store and not distributed to any customer(s) outside of their store. 2) Any email newsletters sent to your customer database.
- 6) If pricing is displayed in other than a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
- 7) MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. REUSA dealers and sales representatives remain free to sell these products at any price they choose.
- 8) MAP does not establish maximum advertised prices. All dealers and sales representatives may offer REUSA products at any price in excess of the MAP.
- 9) REUSA MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.

- 10) Dealer agrees to hold all trademarks and copyrights of REUSA as the property of REUSA and use advertising materials provided by REUSA in an authorized manner only.
- 11) Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. REUSA does not intend to do business with dealers or sales representatives who degrade the image of REUSA and its products. It is REUSA sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.

Raw Elements Price List

	MAP	MSRP
ECO FORMULA 30+ SPF LOTION 3oz TUBE	\$16.14	<u>\$18.99</u>
TINTED FACIAL MOISTURIZER 30+ SPF 1.8oz CAN	\$15.29	<u>\$17.99</u>
ECO FORMULA 30+ SPF LOTION 3oz CAN	\$16.05	<u>\$18.99</u>
ECO TINT STICK 30+ SPF .6oz	\$13.59	<u>\$15.99</u>
ECO STICK 30+ SPF .6oz STICK	\$13.59	<u>\$15.99</u>
OUTDOOR LIP RESCUE 30+ SPF .15oz	\$5.09	<u>\$5.99</u>
HERBAL RESCUE LIP BALM HEMP & SAGE .15oz	\$4.24	<u>\$4.99</u>