

# BioFollicle Minimum Advertised Pricing (M.A.P.) policy

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July 12, 2018

Dear Valued  
Reseller:

Effective immediately, Mainline Concepts Intl. LLC DBA BioFollicle (“BioFollicle”) has instituted a Minimum Advertised Pricing (“MAP”) policy for our brand’s entire line of products (“products”). This MAP policy is intended to promote and maintain BioFollicle’s reputation for satisfying customers by providing exceptional products. The margin between the products’ MAP prices and wholesale price benefits all authorized sellers of the products, and will help those sellers enhance the BioFollicle brand.

BioFollicle’s MAP policy is designed to encourage authorized sellers to invest in efforts that increase the brand position against competitors. The products are high quality niche products and are not intended to be in competition against lower priced, inferior products. Any authorized seller who does not honor the MAP policy is doing a disservice to the BioFollicle brand and to other sellers by taking a “free ride” on the other sellers who make the effort to market, develop, and enhance the brand image. Such “free riding” devalues the brand and takes business away from the authorized sellers who invest in and develop sales of the product.

MAP applies to advertised prices and does not apply to the price at which the products are actually sold to an individual consumer. MAP does not establish maximum advertised prices. All authorized sellers may offer the products at any price in excess of the MAP. Internet auctions may not display or have reserved bids or other prices below the MAP.

This MAP policy does not in any way limit the ability of any authorized seller 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 phrase of similar import as long as the price advertised or listed for the products is not less than MAP.

BioFollicle has a zero-tolerance approach and any failure to honor this policy will result in termination of the offending seller’s authorization to sell the products. BioFollicle will not continue to do business with people and organizations that degrade the product and the BioFollicle brand in such a manner. Should any authorized reseller violate the MAP policy, BioFollicle shall not have any duty to provide prior notice or issue any warning before taking action under this policy.

**Mainline Concepts Intl' LLC  
Bio Follicle Distribution Price List**

	<u>Size</u>	<u>UPC</u>	<u>Item Number</u>	<u>Wholesale</u>	<u>Retail</u>	<u>MAP</u>
Bio Follicle (HSS) Normal Complete 3 Step Treatment	(3) 4 oz	855755004205	20092	\$29.80	\$64.99	\$59.99
Bio Follicle For Normal Hair Treatment Spray	4 oz	855755004113	20091	\$18.70	\$45.99	\$39.99
Bio Follicle For Dry Hair Treatment Spray	4 oz	855755004120	20102	\$18.70	\$45.99	\$39.99
<b><u>SHAMPOO</u></b>						
Vegan Rosemary & Mint Shampoo	8 oz	855755004014	20113	\$9.99	\$19.99	\$18.99
Premium Vegan Coconut Shampoo	8 oz	855755004182	20155	\$9.99	\$19.99	\$18.99
Vegan Lemongrass & Sage Shampoo	8 oz	855755004038	20125	\$9.99	\$19.99	\$18.99
Vegan Lavender Shampoo	8 oz	855755004052	20126	\$9.99	\$19.99	\$18.99
Vegan Tea Tree & Lemon Shampoo	8 oz	855755004144	20123	\$9.99	\$19.99	\$18.99
<b><u>CONDITIONER</u></b>						
Vegan Rosemary & Mint Conditioner	8 oz	855755004021	20127	\$9.99	\$19.99	\$18.99
Premium Vegan Coconut Conditioner	8 oz	855755004199	20156	\$9.99	\$19.99	\$18.99
Vegan Lemongrass & Sage Conditioner	8 oz	855755004045	20129	\$9.99	\$19.99	\$18.99
Vegan Lavender Conditioner	8 oz	855755004069	20191	\$9.99	\$19.99	\$18.99
Vegan Tea Tree & Lemon Conditioner	8 oz	855755004137	20192	\$9.99	\$19.99	\$18.99
<b><u>ARGAN OIL</u></b>						
100% Pure Organic Argan Oil Deoderized	1 oz	855755004090	20111	\$7.74	\$14.99	\$13.99
<b><u>ACTIVATED CHARCOAL</u></b>						
100% Plant Derived Face + Body Wash	16 oz	855755004281	20092	\$14.99	\$29.99	\$24.99