

belle + bella



January 22, 2025

Dear Partner,

We are writing to inform you about our policy on Minimum Advertised Pricing (MAP) for Belle & Bella products. This policy is designed to protect the integrity of our brand, ensure a level playing field among our partners, and maintain the perceived value of our products.

The MAP policy requires that all advertised prices for Belle & Bella products meet or exceed the minimum price established by Nature's Godfather LLC. This applies to all forms of advertising, including but not limited to online platforms, print media, and promotional emails.

Our MAP policy is 5% off MSRP.

Adherence to this policy is critical for fostering a fair and competitive marketplace. We closely monitor compliance and take violations seriously. Non-compliance may result in suspension of partnership privileges, and/or restricted access to products.

We greatly value your partnership and appreciate your cooperation in upholding this policy. If you have any questions or need clarification, please don't hesitate to contact us.

Thank you for your continued support in maintaining the quality and value of Belle and Bella products.

Sincerely,

Alan Cheung

Executive Director