



### Minimum Advertised Price Policy (2021)

In order to preserve Good Clean Love, Inc.'s ("GCL") brand equity in the marketplace and preserve our relationship with our valued resellers, GCL has unilaterally adopted this Minimum Advertised Price (MAP) Policy with respect to its products. Please note this is not an agreement between GCL and sellers of GCL products, and none of the terms herein are open for negotiation. This MAP Policy is effective January 1, 2021 and applies to all products listed in the attachment to this MAP Policy. This MAP Policy supersedes all previous versions implemented by GCL.

#### *Who is Impacted by this Policy?*

Under this MAP Policy, GCL reserves the right to discontinue sales to any seller of GCL products, whether a wholesaler, retailer, internet retailer, or individual resellers, who advertises said products below the minimum advertised prices stated in the attachment to this MAP Policy. All sellers have sole discretion to determine both the advertised price and the sales price of the products, and must determine whether these terms are consistent with this MAP Policy.

#### *What is Impacted by this Policy?*

This MAP Policy only applies to the advertised price of GCL products, and not the actual sales price of the products. Advertised prices that are subject to this MAP Policy include any online or print advertising, any brochures, coupons, sell sheets, catalogs, or any communication to an end user regarding the price in which the product may be purchased. Bundled offers are permitted so long as the average price of the products with the advertised discount as applied results in a net price above the prices set forth in attachment to this MAP Policy. The MAP policy does not, in any way, limit the ability of any 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 phrases of similar meaning as long as the price advertised or listed for the product is consistent with this MAP Policy.

#### *What Happens if this MAP Policy is violated?*

|                      |   |
|----------------------|---|
| <b>1st Violation</b> | GCL will notify seller of its MAP violation and request seller to cure within 24 hours.   |
| <b>2nd Violation</b> | GCL will notify seller of its MAP violation and request Retailer to cure within 24 hours. GCL may suspend seller's product purchasing |

**Good Clean Love, Inc.**

207 W 5<sup>th</sup> Ave. Eugene, OR 97401

[www.goodcleanlove.com](http://www.goodcleanlove.com)

541-344-4483



|                      |   |
|----------------------|---|
|                      | privileges until seller's advertised prices are consistent with this MAP Policy   |
| <b>3rd Violation</b> | GCL will notify seller of its MAP violation and request seller to cure within 24 hours. GCL will suspend seller's product purchasing privileges for thirty (30) days. |
| <b>4th Violation</b> | GCL will notify seller of its MAP violation and remove seller's product purchasing abilities permanently.   |

*Other Important Information Regarding Our MAP Policy* GCL is solely responsible for determining compliance this MAP Policy, as well as for determining recourse with respect to MAP Policy violations. GCL may provide waivers to this MAP Policy at its sole discretion. This MAP Policy will be enforced, amended, or updated at GCL's sole discretion without any advanced notice to sellers of GCL products.

*Who Do I Contact for Questions about this MAP Policy?*

Please contact us at [sales@goodcleanlove.com](mailto:sales@goodcleanlove.com)

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MAP Policy Attachment

|   |          |  |         |
|---|----------|--|---------|
| Almost Naked, 4 oz.<br>(893268000604)                   | \$11.99  | Rebalance Wipes 12ct box<br>(850014621179)   | \$8.99  |
| Almost Naked, 1.5 oz.<br>(893268000109)                 | \$6.99   | Flourish Vaginal Care Kit<br>(893268000499)  | \$29.99 |
| BioNude Ultra Sensitive, 3 oz.<br>(893268000253)        | \$11.99  | Myths Organic Perfume, 10 mL<br>(893268000611)   | \$29.99 |
| BioGenesis Fertility Lubricant,<br>2oz (893268000673)   | \$21.99  | Legends Organic Perfume, 10 mL<br>(893268000628)   | \$29.99 |
| Restore Moisturizing Gel, 2 oz.<br>(893268000222)       | \$ 15.99 | Myths/Legends Perfume Set, 10<br>mL ea. (893268000017)   | \$54.99 |
| BioNourish Vaginal Moisturizer,<br>2 oz. (893268000680) | \$24.99  | Sensual Essences Love Oil, 3-pack<br>samples (893268000307)  | \$6.99  |
| BiopHresh Vaginal Suppository,<br>10-ct (893268000277)  | \$ 14.99 | Bio-Match Essentials Kit<br>(893268000314)   | \$ 7.99 |
| Balance Wash, 8 oz.<br>(893268000727)                   | \$10.99  | Sex That Works: An Intimate<br>Guide to Awakening Your Erotic<br>Life book (ISBN: 978-1-62203-<br>889-3) | \$16.95 |
| Balance Wash, 2 oz.<br>(893268000178)                   | \$6.99   | Love That Works: A Guide to<br>Enduring Intimacy book (ISBN:<br>978-1450734288)                          | \$12.95 |
| Rebalance Wipes 12ct box<br>(893268000116)              | \$6.99   |  |         |

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