



Minimum Advertised Price (MAP) Policy

1. Purpose

The purpose of this Minimum Advertised Price (MAP) Policy is to establish a standardized minimum price at which products may be advertised. This policy aims to maintain the integrity of the Good Clean Love brand, ensure fair competition among retailers, and protect profit margins.

2. Scope

This policy applies to all authorized retailers, resellers, and distributors of Good Clean Love products.

3. MAP Policy Guidelines

- **Minimum Advertised Price:** Retailers must not advertise products at a price lower than the MAP set by Good Clean Love. The MAP is outlined in the MAP Schedule provided to all authorized sellers.
- **Advertising Definitions:** Advertising includes all forms of promotion including online listings, print advertisements, catalogs, flyers, social media posts, and any other promotional materials.

4. Policy Implementation

- **MAP Schedule:** The MAP schedule, including the minimum prices for each product, will be provided to authorized retailers and updated as necessary.
- **Price Compliance:** Retailers must ensure that all advertisements reflect the MAP. Prices below MAP may be used in actual sales transactions but must not be advertised.

5. Exceptions and Allowances

- **Promotional Periods:** In certain cases, Good Clean Love may authorize temporary reductions below MAP for specific promotions. Any such promotions must be pre-approved in writing.
- **Clearance Sales:** Clearance sales may be exempt from the MAP policy, if they comply with any additional guidelines set forth by Good Clean Love.

6. Enforcement

- **Monitoring:** Good Clean Love will monitor advertising practices to ensure compliance with the MAP policy. This may include periodic reviews and audits of advertisements.
- **Non-Compliance:** Violations of the MAP policy will be addressed according to the following procedures:

- **First Violation:** A written warning will be issued.
- **Second Violation:** A temporary suspension of order fulfillment may occur until compliance is restored.
- **Subsequent Violations:** May result in termination of the retailer's authorization to sell Good Clean Love products.

7. Reporting Violations

Retailers are encouraged to report any suspected violations of this policy to Mary Jo Rizvi at maryjo@goodcleanlove.com.

8. Policy Review

This MAP Policy will be reviewed annually and updated as necessary. Good Clean Love reserves the right to modify this policy at any time, with notice provided to authorized retailers.

9. Acknowledgment

All authorized retailers must acknowledge receipt and understanding of this MAP Policy. Continued selling of Good Clean Love products constitutes acceptance of and adherence to the terms outlined in this policy.

Sincerely,

Mary Jo Rizvi

VP of Sales

Good Clean Love

maryjo@goodcleanlove.com

MAP Pricing effective 11.18.24

Item Description	MAP
Almost Naked Personal Lubricant 1.5 oz	\$6.98
Almost Naked Personal Lubricant 4 oz.	\$14.98
BioNude Ultra Sensitive Personal Lubricant 3 oz.	\$14.98
Liquid Personal Lubricant 1.69 oz.	\$12.98
Hybrid Personal Lubricant 1.69 oz.	\$12.98
Almost Naked Personal Lubricant, Hint of Mint 1.69 oz.	\$12.98
BioGenesis Fertility Lubricant 2 oz.	\$19.98
Kroger Water-Based Lubricant 4 oz.	\$9.99
Balance Moisturizing Wash 1 oz.	\$3.48
Balance Moisturizing Wash 8 oz.	\$9.98
Ultra Sensitive Foaming Wash 5 oz.	\$8.98
Rebalance Wipes 12 ct	\$6.98
Rebalance Wipes 30 ct.	\$8.98
Restore Moisturizing Vaginal Gel 2 oz.	\$14.98
Relief Gel 1 oz.	\$14.98
BiopHresh Vaginal Suppository 10-count	\$14.98
Rebalance Wash 6 oz.	\$9.98
BioNourish Premium Personal Moisturizer 2 oz.	\$21.98