

Lifeaid Minimum Advertised Price (MAP) Policy

Effective Date: [Insert Date]

Introduction

Lifeaid Beverage Company ("Lifeaid") is committed to maintaining the integrity of its brand, ensuring fair competition among resellers, and preserving the value of its products in the marketplace. This Minimum Advertised Price (MAP) Policy is designed to protect the brand, prevent price erosion, and promote a level playing field for all authorized sellers.

Policy Guidelines

1. **Minimum Advertised Price (MAP):** Resellers may not advertise Lifeaid products below the MAP set forth by Lifeaid. The current MAP pricing list will be provided separately and updated periodically at Lifeaid's discretion.
2. **Scope of Policy:** This policy applies to all advertisements, including but not limited to websites, online marketplaces, email campaigns, social media, print ads, television, radio, and other public marketing channels. It does not apply to in-store pricing where the price is not publicly advertised.
3. **Overpricing Restriction:** To maintain a fair and balanced market, resellers may not set unreasonably high prices that could:
 - Trigger unjustified price increases by other sellers, leading to market disruption.
 - Cause consumer confusion and negatively impact Lifeaid's brand reputation.
 - Distort the perceived market value of Lifeaid products, deterring potential customers.
4. **Promotions & Discounts:** Resellers may offer discounts through mechanisms such as loyalty programs, in-cart discounts, and rebates, as long as the advertised price remains at or above MAP.
5. **Enforcement & Consequences:** Lifeaid reserves the right to take action against resellers who violate this policy, including but not limited to:
 - Issuing a warning and requesting immediate compliance.
 - Restricting supply or terminating the reseller's authorization to sell Lifeaid products.
 - Pursuing legal action if necessary.
6. **Exceptions & Modifications:** Lifeaid may grant exceptions to this policy for limited-time promotions or specific resellers at its sole discretion. Lifeaid also reserves the right to modify this policy at any time.

Compliance & Contact Information For questions or concerns regarding this policy, resellers should contact Lifeaid's sales or compliance department at [Insert Contact Information].

By selling Lifeaid products, resellers acknowledge and agree to comply with this MAP policy.