



# **NATURE'S WAY**

## **MINIMUM ADVERTISED PRICE POLICY**

Nature's Way Brands, LLC ("Nature's Way") is hereby adopting the following unilateral Minimum Advertised Price Policy (the "MAP Policy") designed to protect the long-term strength and integrity of its brand, and retailers' investment in Nature's Way and its products, by helping retailers engage in advertising that best conveys to customers the value of Nature's Way's products.

The MAP Policy applies to all advertising of the products listed in the Nature's Way MAP Schedule ("Products"), attached as Schedule A, by all retailers and resellers (collectively, "retailers") of Products in the United States. The MAP Policy applies to advertised prices, not the prices at which Products are sold, and each retailer is free to set its actual resale price for any Product independently. The MAP Policy is effective as of January 15, 2024 and supersedes all prior Nature's Way policies regarding minimum advertised prices applicable to retailers.

### **The Minimum Advertised Prices for Products are listed in Schedule A of this MAP Policy.**

A. The MAP Policy

B. be updated, revised, adjusted, suspended, terminated, or modified by Nature's Way from time to time, at its sole discretion. Any such modifications will be made available to all retailers.

C. For purposes of this MAP Policy, "advertisements" and "advertising" mean all promotional or pricing information related to Products displayed over the Internet or similar electronic media including websites. "Advertising" and "advertisement" do not include pricing and promotional information displayed solely on premise or via in-store materials that are not distributed to customers.

Notwithstanding the foregoing, pricing information displayed at the final online checkout stage of a transaction is not considered "advertising" under the MAP Policy. The "final online checkout stage" is the stage when a Product is put into a shopping cart that contains the customer's name, shipping address, email address, and payment information. Pricing information in the "shopping cart" or "checkout" stages must be obscured technically so that it is not retrievable by shopping and pricing engines, and not displayed on search page results within the retailer's own website.

D. While retailers remain free to advertise and sell Products at any price, they deem appropriate, it is a violation of this MAP Policy for a retailer to advertise any Product at a price lower than the Minimum Advertised Price. Such advertisements include, but are not limited to:

- i. Offering coupons, discounts, reseller rebates, or other inducements that, when applied, result in a price lower than the MAP, including through use of a storewide sale, promotional code, or other similar provision that can be applied to Products.
- ii. Advertising "bundling" or including a free or discounted product ("Bundle") (whether made by Nature's Way or another manufacturer) with a Product if the effective or stated price of the Bundle reduces the advertised price of the Products in the Bundle below the combined Minimum Advertised Price of the Products in the Bundle.
- iii. Permitting any third-party to alter the advertised price for any Product.

E. For multipack offers the Minimum Advertised Price of the multipack is the quantity of SKU(s) in the multipack multiplied by the respective Minimum Advertised Price of the SKU(s) that comprise said multipack.

F. Any strike-through or other alteration of the Minimum Advertised Price is prohibited.

G. The MAP Policy does not establish maximum advertised prices. All retailers may advertise Products at any price in excess of the Minimum Advertised Price.

H. Direct or indirect attempts to circumvent this MAP Policy also violate the MAP Policy, however, the MAP Policy does not in any way limit the ability of any retailer to advertise that “they have the lowest prices” or they “will meet or beat any competitor’s price,” or that consumers should “call for a price” or phrases of similar import as long as the price advertised or listed for Products is not less than Minimum Advertised Price.

I. From time to time, Nature’s Way may permit retailers to advertise one or more of the Products covered by this MAP Policy at prices lower than the MAP for a specified period. In such case, Nature’s Way will notify its retailers in advance of the details of the limited suspension or modification of this MAP Policy.

J. Including in any advertising for a Product covered by this MAP Policy a gift card, coupon or any other type of discount that would effectively immediately reduce the advertised price of the Products below the Minimum Advertised Price then in effect for such Product will constitute a violation of this MAP Policy. Advertising that includes a gift card, coupon, or any other type of discount on future purchases (regarding whether or not for Products) shall be evaluated under the same guidelines as described in Section C regarding Bundling.

**K. This MAP Policy does not constitute an agreement between Nature’s Way and any other entity.** Nature’s Way does not solicit, nor will it accept any assurance of compliance with this MAP Policy from any retailer or any other party, and each retailer must choose independently whether to comply with this MAP Policy. This MAP Policy is not negotiable and will not be altered for any retailer. Nature’s Way’s employees and agents, including sales representatives, are not permitted to modify, interpret, or grant exceptions to this MAP Policy; solicit or make any agreement with any retailer with respect to the advertising or pricing of Nature’s Way Products; or otherwise discuss any aspect of this MAP Policy with any retailer, including without limitation, the retailer’s compliance or any other retailer’s compliance with the MAP Policy. Questions regarding this MAP Policy must be submitted in writing to Nature’s Way’s MAP Policy Administrator at [MAPcompliance@naturesway.com](mailto:MAPcompliance@naturesway.com) Nature’s Way will not accept any other form of communication regarding this MAP Policy.

L. Nature’s Way monitors the advertised prices of retailers, either directly or via the use of a third-party agency or tool.

M. The MAP Policy will be enforced by Nature’s Way in its sole discretion and without notice. Retailers have no right to enforce the MAP Policy. In the case of a violation of the MAP Policy, Nature’s Way will take the following actions:

**First Violation:** Nature’s Way will notify the seller in writing of the violation.

**Second Violation:** For a seller’s second violation, Nature’s Way will notify the seller in writing of such violation and will immediately place the retailer’s account on a shipping hold and/or restrict the retailer’s ability to purchase Products for thirty (30) days.

**Third Violation:** For a seller’s third violation of this MAP Policy in a twelve (12) month period following the First Violation, Nature’s Way will notify the retailer in writing of the violation and will terminate the retailer’s authorized retailer status, revoke the retailer’s right to purchase and resell Products, and cease supplying the retailer with Products.

Item Number	Unit UPC	Product Name	Size	SRP	MAP
15653	33674156537	Fortify Optima Everyday Care Probiotic 35 Billion	60 Veg Cp	\$62.49	\$49.99
10970	850652000091	NutraSea Omega-3 1250 mg (Zesty Lemon)	16.9 Fl Oz	\$56.99	\$47.99
15356	33674153567	Turmeric Premium Extract	120 Tb	\$56.99	\$45.49
15784	33674157848	Fortify Optima Advanced Care 100 Billion Probiotic + Prebiotic (Refrig)	30 Veg Cp	\$52.49	\$44.99
15785	33674157855	Fortify Optima Age 50+ Advanced Care 90 Billion Probiotic + Prebiotics (Refrig)	30 Cp	\$52.49	\$44.99
10754	33674107546	Curica Turmeric	60 Vgn Cp	\$51.49	\$40.99
8102	763948081028	Super Milk Thistle	120 Vgn Cp	\$46.99	\$39.99
15651	33674156513	Primadophilus Bifidus (Refrig)	180 Veg Cp	\$46.99	\$39.49
15859	33674158593	Fortify Optima Advanced Care Women's 90 Billion Probiotic (Refrig)	30 Veg Cp	\$47.49	\$37.49
10260	33674102602	Turmeric Premium Extract, 750 mg	60 Vgn Cp	\$47.99	\$37.49
45141	33674451410	Cell Formula	100 Tb	\$45.99	\$36.49
15355	33674153550	Milk Thistle Premium Blend	120 Vgn Cp	\$41.99	\$35.99
15351	33674153512	Ginkgo Premium Extract	120 Vgn Cp	\$40.99	\$34.99
11950	33674119501	Activated Charcoal (green lbl)	360 Cp	\$41.49	\$34.49
6850	33674068502	Primadophilus Original (Refrig)	180 Veg Cp	\$40.99	\$34.49
15783	33674157831	Fortify Optima Advanced Care 60 Billion Probiotic and Prebiotics (Refrig)	30 Veg Cp	\$41.99	\$33.49
40313	33674403136	Vitamin C with Rose Hips Extra Strength	250 Cp	\$38.99	\$32.99
15465	33674154656	Vitamin C with Bioflavonoids	250 Vgn Cp	\$41.49	\$31.99
12113	33674121139	Charcoal Powder	1.9 Oz Pwd	\$34.99	\$29.99
12108	33674121085	Echinacea-Goldenseal Premium Blend	180 Vgn Cp	\$34.99	\$29.99
15024	33674150245	Primadophilus Reuteri (Refrig)	90 Veg Cp	\$34.99	\$28.99
15384	33674153840	Cordyceps Premium Herbal	60 Vgn Cp	\$34.49	\$28.49
12208	33674122082	Echinacea Root Complex Premium Blend	180 Vgn Cp	\$34.99	\$27.49
64500	33674645000	Shiitake Maitake	60 Vgn Cp	\$34.99	\$27.49
8436	763948084364	Silybin Advanced from Milk Thistle	60 Vgn Cp	\$32.49	\$27.49
15082	33674150825	Cinnamon Premium Extract	120 Vgn Cp	\$34.49	\$26.99
62700	33674627006	Reishi Premium Extract	100 Vgn Cp	\$34.49	\$26.99
15652	33674156520	Fortify Optima Everyday Care Probiotic 35 Billion	30 Veg Cp	\$32.99	\$26.49
10030250	20065100033	NatureWorks Swedish Bitters	8.45 Fl Oz	\$28.49	\$26.49
12453	33674124536	Ultra Pure Omega-3 Mint	60 Sg	\$34.49	\$26.49
12445	33674124451	Ultra Pure Omega-3 Grapefruit Tangrn	8 Fl Oz	\$28.49	\$25.49
40321	33674403211	Buffered C-500 Mineral Ascorbates	250 Cp	\$29.99	\$24.99
40211	33674402115	Vitamin E D-Alpha Tocopherol	100 Sg	\$31.99	\$24.99
40521	33674405215	B-100 Complex	100 Cp	\$27.49	\$23.99
41011	33674410110	Calcium Citrate	250 Cp	\$27.49	\$23.99
41421	33674414217	Calcium Magnesium & Vitamin D Complex	250 Cp	\$27.49	\$23.99
41411	33674414118	Calcium Magnesium & Zinc Mineral Complex	250 Cp	\$27.49	\$23.99

4606	763948046065	DMG-B15 Complex	60 Vgn Cp	\$27.49	\$23.99
13708	33674137086	Goldenseal Herb	180 Vgn Cp	\$27.99	\$23.99
5229	763948052295	Ultimate Iron	90 Sg	\$27.49	\$23.99
15663	33674156636	Acetyl L-Carnitine	60 Vgn Cp	\$29.49	\$23.49
13900	33674139004	Goldenseal Root	50 Vgn Cp	\$27.99	\$22.99
8586	763948085866	Bilberry Premium Extract, 160 mg	60 Vgn Cp	\$27.49	\$22.49
14241	33674142417	Primadophilus Reuteri Powder 141.75 g (Refrig)	5 Oz Pwd	\$24.99	\$21.99
15387	33674153871	Ashwagandha Premium Extract	60 Vgn Cp	\$24.99	\$21.49
40631	33674406311	B-Stress Formula, Premium Blend	100 Vgn Cp	\$25.49	\$21.49
5219	763948052196	Energizing Iron	90 Sg	\$24.99	\$21.49
15311	33674153116	Horny Goat Weed Premium Extract	60 Vgn Cp	\$27.49	\$21.49
15335	33674153352	Leg Veins Premium Blend	120 Vgn Cp	\$27.49	\$21.49
6860	33674068601	Primadophilus Bifidus (Refrig)	90 Veg Cp	\$25.99	\$21.49
62800	33674628003	Saw Palmetto Premium Extract	60 Sg	\$27.49	\$21.49
6800	33674068007	Primadophilus Original (Refrig)	90 Veg Cp	\$23.99	\$20.49
15021	33674150214	Cranberry Premium Blend	120 Tb	\$24.99	\$19.99
415	33674004159	Echinacea-Goldenseal Premium Blend	100 Vgn Cp	\$23.49	\$19.49
40311	33674403112	Vitamin C with Rose Hips	250 Cp	\$25.49	\$19.49
40462	33674404621	Choline & Inositol	100 Cp	\$22.99	\$18.99
15133	33674151334	MSM 1000 mg	200 Tb	\$24.99	\$18.99
40440	33674404409	Vitamin B-12	100 Loz	\$22.99	\$18.99
15493	33674154939	Holy Basil Premium Extract	60 Vgn Cp	\$23.49	\$18.49
15181	33674151815	Oregano Oil Premium Blend	60 Vgn Cp	\$23.49	\$18.49
63000	33674630006	St. John's Wort Premium Extract	90 Vgn Cp	\$23.49	\$18.49
9101	763948091010	DGL ULTRA German Chocolate	90 Chw Tb	\$21.49	\$17.99
12915	33674129159	DGL Ultra Premium Extract	90 Vgn Cp	\$21.49	\$17.99
6793	33674067932	Garlicin Cardio* Premium Herbal	90 Vgn Tb	\$22.99	\$17.99
15338	33674153383	Hawthorn Berries	180 Vgn Cp	\$20.49	\$17.99
1558	763948015580	Myo-Tone	80 Tb	\$22.99	\$17.99
6870	33674068700	Primadophilus Junior (Refrig)	90 Veg Cp	\$21.49	\$17.99
15321	33674153215	Rhodiola Premium Extract	60 Vgn Cp	\$22.99	\$17.99
15836	33674158364	Vitamin D3 MAX	240 Sg	\$22.99	\$17.99
8466	763948084661	Peppermint Soothe	60 Sg	\$21.99	\$17.49
11035	33674110355	Primadophilus Kids Cherry (Refrig)	60 Chw Tb	\$20.49	\$17.49
7766	763948077663	Krebs Magnesium Potassium Complex	120 Vgn Tb	\$20.49	\$16.49
15337	33674153376	Astragalus Root	180 Vgn Cp	\$20.99	\$15.99
40520	33674405208	B-100 Complex	60 Cp	\$18.49	\$15.99
40312	33674403129	Vitamin C with Rose Hips Extra Strength	100 Cp	\$18.49	\$15.99
56505	763948565054	Vitamin D3 MAX Chewable Chocolate	90 Chw Tb	\$18.49	\$15.99
15336	33674153369	Dandelion Root	180 Vgn Cp	\$20.49	\$15.49
9001	763948090013	DGL	100 Chw Tb	\$18.99	\$15.49
14008	33674140086	Gotu Kola Herb	180 Vgn Cp	\$20.49	\$15.49
15464	33674154649	Vitamin C with Bioflavonoids	100 Vgn Cp	\$18.49	\$15.49
15350	33674153505	Wild Yam Root	180 Vgn Cp	\$20.49	\$15.49

40511	33674405116	B-50 Complex	100 Cp	\$18.49	\$14.99
64400	33674644003	Boswellia Premium Extract	60 Tb	\$18.49	\$14.99
15492	33674154922	Cinnamon Premium Extract	60 Vgn Cp	\$18.49	\$14.99
13700	33674137000	Goldenseal Herb	100 Vgn Cp	\$18.99	\$14.99
63300	33674633007	Uva Ursi Premium Extract	60 Vgn Cp	\$18.49	\$14.99
15604	33674156049	Vitamin D3 Extra Strength	240 Sg	\$18.49	\$14.99
14860	33674148600	Mycodefense MWOrganic	60 Vgn Cp	\$16.49	\$14.49
40320	33674403204	Buffered C-500 Mineral Ascorbates	100 Cp	\$15.99	\$13.99
40461	33674404614	Inositol	100 Cp	\$15.99	\$13.99
16843	763948168439	Riboflavin Vitamin B2, 400 mg	30 Tb	\$15.99	\$13.99
40330	33674403303	Vitamin C Bioflavonoids	100 Cp	\$15.99	\$13.99
14800	33674148006	Marshmallow Root	100 Vgn Cp	\$16.49	\$13.49
14508	33674145081	Kelp Whole Thallus	180 Vgn Cp	\$15.99	\$12.99
10020100	20065100026	NatureWorks Swedish Bitters	3.38 Fl Oz	\$13.99	\$12.99
14240	33674142400	Primadophilus Reuteri (Refrig)	30 Veg Cp	\$14.99	\$12.99
2070	33674020708	Activated Charcoal (green lbl)	100 Cp	\$14.49	\$12.49
45171	33674451717	Activated Charcoal (yellow lbl)	100 Cp	\$14.49	\$12.49
10700	33674107003	Blessed Thistle	100 Vgn Cp	\$14.49	\$12.49
11600	33674116005	Chamomile Flower	100 Vgn Cp	\$14.49	\$12.49
350	33674003503	Fenu-Thyme Premium Blend	100 Vgn Cp	\$14.49	\$12.49
16900	33674169001	Skullcap Herb	100 Vgn Cp	\$14.49	\$12.49
63400	33674634004	Valerian Premium Extract	90 Vgn Cp	\$14.49	\$12.49
2011	33674020111	Alfa-Max Alfalfa Concentrate	100 Vgn Cp	\$13.99	\$11.99
41010	33674410103	Calcium Citrate	100 Cp	\$13.99	\$11.99
41410	33674414101	Calcium Magnesium & Zinc Mineral Complex	100 Cp	\$13.99	\$11.99
12350	33674123508	Devil's Claw Secondary Root	100 Vgn Cp	\$13.99	\$11.99
14521	33674145210	Olive Leaf	100 Vgn Cp	\$13.99	\$11.99
16100	33674161005	Raspberry Leaf	100 Vgn Cp	\$13.99	\$11.99
17700	33674177006	Valerian Root	100 Vgn Cp	\$11.99	\$11.99
14300	33674143001	Horsetail Grass	100 Vgn Cp	\$11.49	\$11.49
14500	33674145005	Kelp Whole Thallus	100 Vgn Cp	\$11.49	\$11.49
15150	33674151501	Nettle Leaf	100 Vgn Cp	\$11.49	\$11.49
15146	33674151464	Umcka ColdCare Soothing Lemon Hot Drink	10 Pkts Bx	\$12.49	\$11.49
6919	763948069194	Vitamin D3 Extra Strength Chewable Chocolate	90 Chw Tb	\$11.49	\$11.49
45240	33674452400	5-HTP	30 Tb	\$11.99	\$10.99
12700	33674127001	Fennel Seed	100 Vgn Cp	\$11.99	\$10.99
13100	33674131008	Ginger Root	100 Vgn Cp	\$11.99	\$10.99
10100	33674101001	Alfalfa Yng Harvest MWOrganic	100 Vgn Cp	\$11.49	\$10.49
41041	33674410417	Iron 18mg	100 Cp	\$11.49	\$10.49
14243	33674142431	Primadophilus Kids Cherry (Refrig)	30 Chw Tb	\$11.49	\$10.49
14242	33674142424	Primadophilus Kids Orange (Refrig)	30 Chw Tb	\$11.49	\$10.49
41081	33674410813	Selenium	100 Cp	\$11.49	\$10.49
17600	33674176009	Uva Ursi Leaves	100 Vgn Cp	\$11.49	\$10.49
40310	33674403105	Vitamin C with Rose Hips	100 Cp	\$11.49	\$10.49

15590	33674155905	Vitamin D3 Extra Strength	120 Sg	\$11.49	\$10.49
5006	763948050062	Youthful You DHEA 5mg	60 Veg Cp	\$10.99	\$9.99
14152	33674141526	Corn Silk	100 Vgn Cp	\$9.49	\$9.49
14155	33674141557	Hops Flowers	100 Vgn Cp	\$9.49	\$9.49
40480	33674404805	Niacinamide 500 mg	100 Cp	\$9.49	\$9.49
40411	33674404119	Vitamin B-1	100 Cp	\$9.49	\$9.49
12963	33674129630	Sambucus MWOrganic VitC Trop Lozenge	24 Loz	\$6.99	\$4.59
12709	33674127094	Sambucus MWOrganic VitC WChery Loz	24 Loz	\$6.99	\$4.59
10220	33674102206	Sambucus Organic Zinc Lozenges	24 Loz	\$6.49	\$4.59
12089	33674120897	Sambucus Organic HoneyLemon Lozenge	24 Loz	\$6.49	\$4.59
12088	33674120880	Sambucus Organic Zinc Lozenges Peppermint	24 Loz	\$6.49	\$4.59
14615	33674146149	Sleep Well Gummy	10 pk	\$5.99	\$3.99
14613	33674146118	Sambucus Immune Gummy	10 pk	\$5.99	\$3.99
14651	33674146538	Quick Calm Gummy	10 pk	\$5.99	\$3.99