



SHEA RADIANCE

MAP POLICY STATEMENT

The purpose of this policy statement is to ensure all resellers adhere to **Shea Radiance** Company MAPP.

- MAP = 15% off from Suggested Retail Price (SRP). Resellers of **Shea Radiance** products may not advertise a price lower than 15% off from the Suggested Retail Price (SRP) for that product.
- This MAP Policy applies only to sales to consumers within the United States and its territories.
- This MAP Policy shall apply to Retail Stores, Internet Retailers, Sub Distributors, Catalogs and Fulfillment Centers. The minimum prices for all **Shea Radiance** Products (“Minimum Advertised Price”) shall be listed on each **Shea Radiance** Price List. Minimum Advertised Prices may be adjusted by **Shea Radiance** from time to time, at its sole discretion.
- This MAP Policy applies to advertised prices, not the price at which **Shea Radiance** Products are sold or offered for sale to an individual in-store, on the internet, or over the telephone.
- Pricing exceptions: The only exception is during promotional periods authorized by **Shea Radiance**. Discount amounts are set by **Shea Radiance** and cannot be lower than those authorized, generally 15%. Resellers seeking an exemption from this MAP Policy to execute a product promotion will need to submit in advance, in writing to **Shea Radiance** a clearly worded description of Reseller’s proposed promotion plan, specifying the desired discount for specific items for a specific time period; however, **Shea Radiance**, at its sole discretion, may approve or reject Reseller’s exemption request.
- Prices below MAP cannot be advertised in any medium, including print, internet, radio, TV, etc. except for company approved promotions.
- If the reseller sells bundle deals, we ask that each item included in the bundle not be lower than 15% of MAP SRP. “Bundling” means including a free or discounted product (whether made by **Shea Radiance** or another manufacturer) with a **Shea Radiance** Product.

Upon first violation of MAP policy, a reseller receives a written warning with a 48-hour window to correct the violation and comply with MAP, and reseller’s account is placed on temporary hold. If reseller fails to comply or there is a subsequent violation, reseller will receive another warning and the account will be placed on indefinite hold, blocked from placing new orders.

Shea Radiance reserves the right at any time to modify, suspend, or discontinue this MAP Policy, in whole or in part, or to designate periods of time during which this MAP policy may not apply.

Funlayo Alabi

Co-founder & CEO

Shea Radiance

funlayo@shearadiance.com