



August 1, 2015

To: All Prevention, LLC Customers and Distributors
Re: Minimum Advertised Price (MAP) & Online Selling Policies

PREVENTION, LLC Minimum Advertised Price (MAP) Policy PREVENTION, LLC and its subsidiaries and affiliates (collectively, "Prevention") design and manufacture Naturade®, Symbiotics® and Ageless Foundation Laboratories® branded products (collectively, "Products") that are advertised, marketed and sold using copyrighted materials, trademarks, brands and/or tradenames belonging to one or the other of them. Prevention has established a strong reputation for providing customers with high value Products and strong after-sales support in connection with the Products. Prevention greatly values the efforts of all Resellers (defined below) to distribute Prevention's Products. Effective August 1, 2015, Prevention, for itself and its subsidiaries and affiliates has unilaterally adopted this Minimum Advertised Price Policy ("MAP Policy") regarding the Products, which shall apply to all distributors, wholesalers and retailers (collectively, "Resellers") who resell Prevention Products to end users located in the United States. Prevention is adopting this MAP Policy to both preserve its strong reputation and its interest in, and the value of, its trademarks, brands and tradenames.

The following is Prevention's MAP Policy:

1. Minimum Advertised Pricing: This MAP Policy shall apply to the Products that are listed on Schedule A attached to this MAP Policy, as may be amended and/or revised from time to time. Prevention advises each of its Resellers that advertising a Product using Prevention's copyrighted materials (including photographs from the Product line photo library or Prevention-created product descriptions) at a price below the minimum advertised price shown on Schedule A attached hereto and made part hereof ("MAP") may lead to certain consequences, including Prevention's discontinuance of its business relationship with such Reseller. Prevention neither seeks nor will it accept any agreement or understanding with respect to MAP's that a Reseller may advertise or charge at any time.
 - a. "Advertising" shall include any price listing accessible to consumers in any and all media; including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media including web sites, email, newsletters, email solicitations, television, radio, public signage and trade shows. Prevention's intention and policy is not to engage any Reseller that advertises a Product at a price below its respective MAP. It is the decision of each Reseller to advertise a Product at any price it chooses, as long as it is not less than the respective Product's MAP.
 - b. "Advertising" shall not include any in-store advertising that is displayed only in the store and not distributed to any customer. In-store displays, point-of-sale signs, hangtags or bar codes or similar marks on Products or Product packaging that merely states the related Product's price are not considered "advertising." In addition, "advertising" shall not include individualized and non-automated price quotations sent via email to a consumer at the consumer's request. Lastly, in-store mark down's of discontinued merchandise approved by Prevention are excluded from the MAP Policy.
 - c. If pricing of a Product is displayed, any strike-through or other alteration of the MAP is prohibited.
2. Limitation of the MAP Policy:
 - a. Without limiting the foregoing, this MAP Policy is not intended to affect actual resale prices or require any Reseller to resell a Product for any specified price.



b. This MAP Policy does not establish maximum advertised prices. All Resellers may offer Products at any price in excess of the respective Product MAP.

c. This MAP Policy does not in any way limit the ability of any Reseller to advertise that “it has the lowest prices” or “it 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 a Product is not less than its MAP.

d. Advertising that includes bundling or including a free or discounted product (whether manufactured by Prevention or another manufacturer) with a Product covered by this MAP Policy generally would not violate this MAP Policy and is typically permitted. However, subtracting the value of such free or discounted product to advertise a “net” price that is below MAP is not permitted.

e. Compliance with this MAP Policy remains at all times solely at the discretion of each Reseller.

f. Prevention shall have no liability for any action taken by it under this MAP Policy.

3. Changes in MAP and Products: All Products are subject to this MAP Policy, including any new product(s) added by Prevention to its list of Products and bearing Prevention’s name. Prevention may, at any time and in its sole discretion, revise the MAP for any Product. Each addition and each MAP revision shall be effective at such time as specified by Prevention in its MAP schedule that will be provided to each Reseller. Prevention’s last MAP lists are available to all Resellers at Prevention’s office. All changes of MAPs, as and when made, will also be available.

4. MAP Policy Violations: Prevention does not intend to do business with Resellers who degrade the brand image of Prevention and its Products. Prevention may, in its sole discretion, cease supplying Products to that Reseller and/or terminate all orders from or to, and all contracts with, a Reseller who fails to abide by this MAP Policy. Prevention is not required to provide a Reseller violating this MAP Policy with any prior notice or to issue a warning prior to taking action under this MAP Policy. Distributors of Prevention Products shall supply a copy of this MAP Policy to each existing and any new retail Reseller. Prevention may monitor the advertised price of Resellers either directly or through the use of third party agencies. Prevention reserves the right, in its unilateral discretion, to take other action to any Resellers that violate this MAP Policy.

5. Prevention’s Sole Responsibility: This MAP Policy is solely Prevention’s decision and responsibility acting through its duly authorized managers. It will make all decisions regarding this MAP Policy unilaterally. No employee or sales representative of Prevention has any authority to discuss or modify this MAP Policy, and any action of any person claiming to modify this MAP Policy or to solicit or obtain the agreement of any person to this MAP Policy is unauthorized and invalid.

Resellers with any questions should contact me at map@naturade.com where I will respond in writing only. No oral communications about this MAP Policy are authorized.

Thank you,

Derek Dearwater
President – Naturade



SCHEDULE A

UPC	Title	Pack	MAP
691546001608	AGELESS™ UltraDERM Gold™ - Collagen Booster	60 ct	\$25.49
691546001707	AGELESS™ UltraFLEX Gold™ - Triple Action Joint Formula	90 ct	\$29.74
691546001400	AGELESS™ UltraMAX Gold™ Capsules	90 ct	\$33.99
691546001103	AGELESS™ UltraMAX Gold™ Effervescent Powder - Valencia Orange Flavor	22 packets	\$50.99
691546001509	AGELESS™ Ultra-T-Gold™ - Natural Free Testosterone Booster	60 ct	\$33.99
079911042102	NATURADE® FlexAid® ADVANCED Joint Formula	90 ct	\$21.24
079911042089	NATURADE® Probiotics 30 B CFU™	30 ct	\$21.24
079911042058	NATURADE® Vitali-T-Aid® Natural Free Testosterone Booster	60 ct	\$29.74
079911026621	NATURADE® ALL-NATURAL WEIGHT GAIN Chocolate 12 Serving Canister	20.30 oz	\$17.84
079911026645	NATURADE® ALL-NATURAL WEIGHT GAIN Chocolate 24 Serving Canister	40.60 oz	\$32.29
079911026614	NATURADE® ALL-NATURAL WEIGHT GAIN Vanilla 12 Serving Canister	20.30 oz	\$17.84
079911026638	NATURADE® ALL-NATURAL WEIGHT GAIN Vanilla 24 Serving Canister	40.60 oz	\$32.29
079911026683	NATURADE® ALL-NATURAL WEIGHT GAIN Vanilla Single Serving Packets (12 Piece Shelf Caddy)	1.72 oz	\$2.12
079911026676	NATURADE® ALL-NATURAL WEIGHT GAIN Vanilla Single Serving Packets (125 Loose Bulk Pack)	1.72 oz	\$2.12
079911029011	NATURADE® Brown Rice Protein - Vanilla 20 Serving Canister	14.7 oz.	\$25.49



079911029042	NATURADE® Brown Rice Protein - Vanilla Single Serving Packets (12 Piece Shelf Caddy)	.74 oz.	\$1.95
079911029035	NATURADE® Brown Rice Protein - Vanilla Single Serving Packets (125 Loose Bulk Pack)	.74 oz.	\$1.95
079911030024	NATURADE® Chocolate 12 Serving Canister	17.79 oz	\$22.94
079911030062	NATURADE® Chocolate Single Serving Packets (12 Piece Shelf Caddy)	1.42 oz	\$2.46
079911030048	NATURADE® Chocolate Single Serving Packets (125 Loose Bulk Pack)	1.42 oz	\$2.46
079911034916	NATURADE® HERBAL COUGH/COLD Alcohol-Free Expectorant	4.2 fl oz	\$7.22
079911034923	NATURADE® HERBAL COUGH/COLD Alcohol-Free Expectorant	8.8 fl oz	\$11.47
079911034886	NATURADE® HERBAL COUGH/COLD Children's Expectorant Alcohol-Free	4.2 fl oz	\$7.22
079911034893	NATURADE® HERBAL COUGH/COLD Children's Expectorant Alcohol-Free	8.8 fl oz	\$11.47
079911034855	NATURADE® HERBAL COUGH/COLD Herbal Expectorant (EXPEC II)- Sugar-Free	4.2 fl oz	\$7.22
079911034862	NATURADE® HERBAL COUGH/COLD Herbal Expectorant (EXPEC II)- Sugar-Free	8.8 fl oz	\$11.47
079911034817	NATURADE® HERBAL COUGH/COLD Herbal Expectorant (EXPEC)-with Guafenesin	4.2 fl oz	\$7.22
079911034824	NATURADE® HERBAL COUGH/COLD Herbal Expectorant (EXPEC)-with Guafenesin	8.8 fl oz	\$11.47
079911034718	NATURADE® HERBAL COUGH/COLD Honey Cough Syrup with Buckwheat Honey & Elderberry	4.2 fl oz	\$7.22
079911034725	NATURADE® HERBAL COUGH/COLD Honey Cough Syrup with Buckwheat Honey & Elderberry	8.8 fl oz	\$11.47
079911034992	NATURADE® HERBAL COUGH/COLD Saline and Aloe Nasal Spray	1.5 fl oz	\$8.49
079911026027	NATURADE® Pea Protein - Chocolate 12 Serving Canister	16.50 oz.	\$16.99
079911026089	NATURADE® Pea Protein - Chocolate 15 Serving Jug	20.64 oz	\$20.39
079911026096	NATURADE® Pea Protein - Chocolate Single Serving Packets (12 Piece Shelf Caddy)	1.3 oz	\$1.69
079911026041	NATURADE® Pea Protein - Chocolate Single Serving Packets (125 Loose Bulk Pack)	1.3 oz	\$1.69
079911026010	NATURADE® Pea Protein - Vanilla 12 Serving Canister	15.66 oz	\$16.99
079911026058	NATURADE® Pea Protein - Vanilla 15 Serving Jug	19.58 oz	\$20.39
079911026065	NATURADE® Pea Protein - Vanilla Single Serving Packets (12 Piece Shelf Caddy)	1.3 oz	\$1.69
079911026034	NATURADE® Pea Protein - Vanilla Single Serving Packets (125 Loose Bulk Pack)	1.3 oz	\$1.69
079911027079	NATURADE® PROTEIN BOOSTERS 100% Soy Natural	14.8 oz	\$16.99
079911027086	NATURADE® PROTEIN BOOSTERS 100% Soy Natural	29.6 oz	\$29.74
079911027048	NATURADE® PROTEIN BOOSTERS 100% Whey Chocolate	14 oz	\$21.24
079911027024	NATURADE® PROTEIN BOOSTERS 100% Whey Vanilla	12 oz	\$21.24
079911027031	NATURADE® PROTEIN BOOSTERS 100% Whey Vanilla	24 oz	\$39.09
079911025181	NATURADE® PROTEIN BOOSTERS Soy-Free Veg Natural	14.8 oz	\$16.99
079911025198	NATURADE® PROTEIN BOOSTERS Soy-Free Veg Natural	29.6 oz	\$29.74
079911025129	NATURADE® PROTEIN BOOSTERS Veg Natural	13.7 oz	\$16.99
079911025136	NATURADE® PROTEIN BOOSTERS Veg Natural	26.4 oz	\$29.74
079911033230	NATURADE® SPECIALTY PRODUCTS Herbal Diuretic (K.B.11)	120 ct	\$8.41
079911032417	NATURADE® SPECIALTY PRODUCTS Stool Softener (Softex)	60 ct	\$9.17
079911030017	NATURADE® Vanilla 12 Serving Canister NEW ITEM JANUARY 2016	16.08 oz	\$22.94
079911030055	NATURADE® Vanilla Single Serving Packets (12 Piece Shelf Caddy)	1.34 oz	\$2.46
079911030031	NATURADE® Vanilla Single Serving Packets (125 Loose Bulk Pack)	1.34 oz	\$2.46
647303060036	SYMBIOTICS® Amino Impact BCAA Blend + Bio-Active Peptides	10.6 oz.	\$37.49
647303010062	SYMBIOTICS® Colostrum 40% High-IG Caps	120 Caps	\$26.24



647303010086	SYMBIOTICS® Colostrum Chewables - Pineapple	120 ct	\$18.74
647303010130	SYMBIOTICS® Colostrum Chewables - Cherry	120 ct	\$18.74
647303010154	SYMBIOTICS® Colostrum Chewables - Orange Cream	120 ct	\$18.74
647303040038	SYMBIOTICS® Colostrum Plus 120 Caps	120 ct	\$22.49
647303040045	SYMBIOTICS® Colostrum Plus 2.25 Powder	2.25 oz	\$22.49
647303040229	SYMBIOTICS® Colostrum Plus 21 oz Powder	21 oz	\$74.99
647303040182	SYMBIOTICS® Colostrum Plus 240 Caps	240 ct	\$37.49
647303040083	SYMBIOTICS® Colostrum Plus 6.3 Powder	6.3 oz	\$37.49
647303040113	SYMBIOTICS® Colostrum Plus 60 Ct. Caps	60 ct	\$11.24
647303040021	SYMBIOTICS® Colostrum Plus Candida Formula Caps	120 ct	\$22.49
647303040076	SYMBIOTICS® Colostrum Plus Immune Formula	120 ct	\$29.99
647303040090	SYMBIOTICS® Colostrum Plus Kosher Caps	120 ct	\$22.49
647303040052	SYMBIOTICS® Colostrum Plus Lactoferrin-Colostrum	120 ct	\$26.24
647303040069	SYMBIOTICS® Lactoferrin Caps	60 Caps	\$44.99
647303060012	SYMBIOTICS® Muscle Impact Bio-Active Peptides Spike	10.6 oz	\$37.49
647303040236	SYMBIOTICS® Proline Rich Polypeptides w/Colostrum Plus 120 Caps	120 Caps	\$22.49
647303040243	SYMBIOTICS® Proline Rich Polypeptides w/Colostrum Plus 6.3 Powder	6.3 oz	\$37.49
647303060029	SYMBIOTICS® Protein Impact Maximum Growth Whey Protein	24.1 oz	\$41.24
647303050235	SYMBIOTICS® Symbiotics Immune Modulator™ InfoPeptide™ Spray	4 OZ	\$19.49
647303010468	SYMBIOTICS®Nattokinase 60 Ct.	60 ct	\$22.49
079911023019	TOTAL SOY® ALL NATURAL MEAL REPLACEMENT Bavarian Chocolate	17.88 oz	\$14.44
079911023057	TOTAL SOY® ALL NATURAL MEAL REPLACEMENT Bavarian Chocolate	37.14 oz	\$28.04
079911023064	TOTAL SOY® ALL NATURAL MEAL REPLACEMENT French Vanilla	37.14 oz	\$28.04
079911023026	TOTAL SOY® ALL NATURAL MEAL REPLACEMENT French Vanilla	17.88 oz	\$14.44
079911023033	TOTAL SOY® ALL NATURAL MEAL REPLACEMENT Strawberry Crème	17.88 oz	\$14.44
079911023170	TOTAL SOY® Chocolate 15 Serving Jug	19.05 oz	\$13.59
079911023217	TOTAL SOY® Chocolate Single Serving Packets (12 Piece Shelf Caddy)	1.27 oz	\$15.20
079911023156	TOTAL SOY® Chocolate Single Serving Packets (125 Loose Bulk Pack)	1.27 oz	\$1.27
079911023163	TOTAL SOY® Vanilla 15 Serving Jug	19.05 oz	\$13.59
079911023200	TOTAL SOY® Vanilla Single Serving Packets (12 Piece Shelf Caddy)	1.27 oz	\$15.20
079911023149	TOTAL SOY® Vanilla Single Serving Packets (125 Loose Bulk Pack)	1.27 oz	\$1.27
079911028519	VEGANSLIM™ Chocolate 14 Serving Gusset Bag NEW ITEM JANUARY 2016	25.7 oz	\$33.14
079911028618	VEGANSLIM™ Chocolate Single Serve Serving Packets (125 Loose Bulk Pack)	1.84 oz	\$3.05
079911028632	VEGANSLIM™ Chocolate Single Serving Packets (12 Piece Shelf Caddy)	1.84 oz	\$3.05
079911028502	VEGANSLIM™ Vanilla 14 Serving Gusset Bag NEW ITEM JANUARY 2016	24.2 oz	\$33.14
079911028625	VEGANSLIM™ Vanilla Single Serving Packets (12 Piece Shelf Caddy)	1.73 oz	\$3.05
079911028601	VEGANSLIM™ Vanilla Single Serving Packets (125 Loose Bulk Pack)	1.73 oz	\$3.05
079911028045	VEGANSMART™ Chai 15 Serving Jug	22.8 oz.	\$29.74
079911028144	VEGANSMART™ Chai Single Serving Packets (12 Piece Shelf Caddy)	1.5 oz	\$2.54
079911028175	VEGANSMART™ Chai Single Serving Serving Packets (125 Loose Bulk Pack)	1.5 oz	\$2.54
079911028038	VEGANSMART™ Chocolate 15 Serving Jug	24.3 oz.	\$29.74
079911028137	VEGANSMART™ Chocolate Single Serving Packets (12 Piece Shelf Caddy)	1.6 oz	\$2.54
079911028168	VEGANSMART™ Chocolate Single Serving Packets (125 Loose Bulk Pack)	1.6 oz	\$2.54



079911028021	VEGANSMART™ Vanilla 15 Serving Jug	22.8 oz.	\$29.74
079911028120	VEGANSMART™ Vanilla Single Serving Packets (12 Piece Shelf Caddy)	1.5 oz	\$2.54
079911028151	VEGANSMART™ Vanilla Single Serving Packets (125 Loose Bulk Pack)	1.5 oz	\$2.54
079911028052	VEGANSMART™ Wild Berries 15 Serving Jug	22.8 oz.	\$29.74
079911028199	VEGANSMART™ Wild Berries Single Serve Packets (125 Loose Bulk Pack)	1.5 oz	\$2.54
079911028182	VEGANSMART™ Wild Berries Single Serving Packets (12 Piece Shelf Caddy)	1.5 oz	\$2.54