



Minimum Advertised Product (MAP) Policy

The Minimum Advertised Price is the retail price noted for each product in TriNutra's current Wholesale Price List.

The MAP policy applies to every customer who resells TriNutra products online, including those customers who own, operate, or manage clinics and pharmacies, as well as online storefronts.

The MAP Policy prohibits volume discounting or any other promotion that would cause the unit price of a product to be advertised at less than the designated Retail Price for that product.

The MAP policy applies to the advertised price of a TriNutra product in all media, including, but not limited to: The Internet, flyers, posters, coupons, emails, inserts, newspapers, magazines, catalogs, mail order catalogs, and television.

TriNutra reserves the right to not sell its products to any customer who is affiliated with a website that violates the MAP policy. A violation of the MAP policy is grounds for suspension or termination of a customer's account.

Non-compliance with the MAP policy will result in the practitioner's account being placed on hold until pricing has come into compliance. If a practitioner repeats a violation of the MAP policy, TriNutra reserves the right to revoke the practitioner's wholesale purchasing privilege.

The MAP policy does not, however, apply to advertising that comes directly from the practitioner's office to the practitioner's patient base.