



Minimum Advertised Price (MAP) Policy

Dear Practitioner,

We strive to provide you with professional-grade, natural health products. We believe these are best used under the supervision of a licensed practitioner. We encourage our practitioners to sell to consumers and patients directly with proper consultations.

In our efforts to help build a sustainable and valuable industry, we focus on helping our manufacturers enforce their MAP policies. We do not encourage discounts on products we sell, and we also do not permit advertising of products below the manufacturer's suggested price. As a result, our MAP policy is actively enforced. Adherence to this policy is enforced under our *Terms of Service*.

This is important in order to keep the high level of service we all expect from the industry, to maintain the quality of these products as well as product research and development, and to maintain the ability of our practitioners to sustain their practices.

Please do not hesitate to reach out to us to see how we can help you build a healthy supplement business within your practice. Our affiliate and subscription programs, as well as our concierge service, available by phone, are here to assist you.

Thank you for your cooperation. We are 100% committed to helping your industry endure and thrive.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eric Steiner', followed by a horizontal line.

Eric Steiner

CEO

Mountain States Health Products Inc. est. 1990.