

Instant Biologics® creates innovative plant solutions that help people grow healthy and beautiful plants. Our flagship product instant plant food™ is the earth-friendly choice for people looking to care for house plants. The colorful floral print design combined with the slim and lightweight packaging make instant plant food™ the perfect fertilizer for brick and mortar shops and online stores selling house plants.

We recognize that our success is tied to the success of our resellers, and we know that many of our resellers invest considerable time and resources into providing their customers with a great shopping experience. To support our resellers and ensure instant plant food™ retains its reputation as a premium product, Instant Biologics® has implemented the **Minimum Advertised Price (MAP) & Reseller Policy** described below:

1. The MAP policy **applies to all advertisements** of Instant Biologics® products in any and all media, including, but not limited to, internet or similar electronic media, social media, newsletters, email solicitations, fliers, handouts, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, television, radio, and public signage.
2. The MAP policy is **not applicable to solely on-premises, in-store selling**.
3. This MAP policy also applies to any activity that Instant Biologics® determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP policy.
4. Instant Biologics® products may never be advertised at a price less than 30% below the Manufacturer Suggested Retail Price (MSRP).
 - a. **For instant plant food™ packages of 4 tablets, the MSRP is \$17.95 and \$12.56 is the MAP allowed by this policy.**
 - b. **For instant plant food™ packages of 2 tablets, the MSRP is \$11.95 and \$8.36 is the MAP allowed by this policy.**
5. If packages of instant plant food™ are advertised as multiples, with bulk pricing, or by the case, or bundled with another product, the average cost per package must be at or above the MAP.
6. Resellers may advertise and promote Instant Biologics® products online through their own websites and social media accounts.
7. **Advertisements, promotions, and selling of Instant Biologics® products by any resellers on Amazon, Google, eBay, Etsy, Walmart and other 3rd party marketplaces or auction sites is strictly prohibited.**
8. Instant Biologics®, in its sole discretion, reserves the right to discontinue doing business with any reseller that advertises any Instant Biologics® product(s) at a price lower than MAP or on 3rd party marketplaces.
9. Instant Biologics® may update this MAP policy from time to time. The current MAP policy is posted on our website www.instantplantfood.com

FAQs and Examples

Can I sell your product below MAP?

Yes. You can set the price below MAP for on-premises, in-store selling only.

Is any advertising below MAP ever allowed?

Advertising below MAP is never allowed.

I have a store on Amazon selling house plants. Can I sell instant plant food™ through my Amazon store?

No. Selling and advertising on Amazon, Google, eBay, Etsy, Walmart, and other 3rd party sites is not allowed.

Can I sell or advertise your product on our company website, Instagram, or Facebook?

Yes, but only at a price at or above the MAP.

Can I advertise multiples, bundles, or boxes of instant plant food™ or bundle it with another product such as a plant?

Yes. The average price per package must be at or above the MAP.

If I am unsure if my advertising complies with this policy what should I do?

Contact us at www.instantplantfood.com for clarity.