



ADVOCATE

Lido E.R. Extra Relief Pain Cream - by Advocate®

Internet Sales Policy and Minimum Advertised Price (Effective 7/1/2018)

Pharma Supply, Inc. is the exclusive licensing and distribution entity for the **Advocate®** brand, including patents, trademarks, and associated intellectual property. The **Advocate®** brand is trademarked or pending trademark registration in many regions throughout the world and supports many distributors and customers in multiple nations. We continue to invest in the **Advocate®** brand and look forward to working with all current and new customers.

Internet Sales Policy

New and currently Authorized **Advocate®** product retailers, distributors and their customers are encouraged to offer **Lido E.R. Extra Relief Pain Cream by Advocate®** for sale on their proprietary websites. They may also offer **Lido E.R. Extra Relief Pain Cream by Advocate®** for sale on third party websites including, but not limited to, Amazon, eBay, Rakuten, etc.

Manufacturer's Suggested Retail Price (MSRP)

As of 7/1/2018, the MSRP for **Lido E.R. Extra Relief Pain Cream by Advocate®** is **\$19.99**

Minimum Advertised Price (MAP) Policy

Authorized resellers of **Lido E.R. Extra Relief Pain Cream by Advocate®** are responsible for maintaining the advertised price at or above the current **Minimum Advertised Price (MAP)**. MAP policy price is also published on www.AdvocateMeters.com. Pharma Supply, Inc. reserves the right to modify MAP at any time.

As of 7/1/2018, the **MAP** for **Lido E.R. Extra Relief Pain Cream by Advocate®** is **\$12.95**

MAP applies to the above designated **Lido E.R. Extra Relief Pain Cream by Advocate®** product advertising in all media including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, banner ads, catalogs, mail order catalogs, internet or similar electronic media, television, radio and public signage.

Pharma Supply, Inc. may at any time modify, suspend, or discontinue the MAP policy for promotional periods. In addition, Pharma Supply, Inc. may from time to time offer promotional discounts below MAP at www.advocatemeters.com or other corporate websites for the purpose of growing business, building product recognition, and/or support of non-profits.

MAP Compliance and Verification

All resellers of **Lido E.R. Extra Relief Pain Cream by Advocate®** products must comply with this MAP policy at all times.

At any time, Pharma Supply may require a reseller to submit sales data (unit sales, sales dates, sale prices, storefront selling the items, etc.) in order to verify COMPLIANCE with this policy. Failure to submit sales data information will result in immediate termination of Authorized **Advocate®** Reseller status and no further **Advocate®** products of any kind will be sold to the reseller.

PHARMA SUPPLY SPECIFICALLY LIMITS THE NUMBER OF AMAZON MARKETPLACE STOREFRONTS UNDER WHICH YOU SELL THE PRODUCTS TO BE ONE (1) STOREFRONT AT ANY TIME. Storefront name(s) that will be used to sell this product must be listed in or submitted with this document. Any additional storefronts added in the future must be submitted to Pharma Supply, Inc. before they become active sellers of this product.

Notification and Enforcement of MAP Violation

Pharma Supply, Inc. will notify reseller of the MAP violation immediately upon becoming aware of said violation. If the violation has not been corrected within 24 hours of notification, Pharma Supply, Inc. reserves the right to terminate the reseller as an Authorized reseller and stop providing the vendor with the any further products. Pharma Supply also has the right to terminate a reseller for multiple violations of MAP, even if they are corrected promptly upon notification.

In addition, Pharma Supply has the right to limit shipments of large orders into smaller shipment increments for the purpose of preventing a subversion of MAP pricing by tactics such as "loss leaders" "gaining the (Amazon, etc.) buy box", etc. In these instances Pharma Supply will honor the quantity pricing for the entire amount, bill for only the amounts when shipped and Pharma Supply will pay shipping of the subsequent partial shipments until the full quantity has been shipped. Pharma Supply may require unit sales data in advance of incremental shipments to substantiate actual sales versus intent to stockpile inventory.

AMAZON Storefront Name: _____

(If more than 1 storefront is involved, add all others on separate sheet. Policy prohibits selling this product on more than 1 AMAZON storefront at a time.)

I hereby agree to fully comply to the policies stated above:

Company Name: _____

Name: _____

Title: _____

Signature: _____ Date: _____

When completed: Scan and email to your representative or Fax to: 561-795-1743