

Internet Reseller Policy and Minimum Advertised Price (MAP)

Restorative Formulations is a health care professional-exclusive supplement line, sold only through verified and authorized health care practitioners. We recognize that our customers provide professional services through various means, including office dispensaries, practitioner-related storefronts and the Internet. This Policy is designed to maintain the integrity of our product line while supporting a fair and competitive sales environment for all of our customers.

Internet-Based Selling

Restorative Formulations is committed to providing high quality products exclusively to health care practitioners and their patients. Our Internet Reseller Policy helps us uphold our commitment to you.

- Restorative Formulations are not allowed to be sold on the internet to the general public.
- Restorative Formulations may be sold on a secure, customer-owned site and in unit volumes appropriate for individual, personal use only. These sales require a user code or log-in for secure purchases. This code can not be published on your website
- Third party sales of Restorative Formulations to businesses selling or advertising Restorative Formulations on the Internet is not allowed.
- Sales of Restorative Formulations on third-party sites, auction-type marketplaces or classified-ad-type websites (such as eBay, Amazon, etc.) are not allowed.
- Products appearing on third-party websites from untraceable sources are obligated to adhere to the provisions of this Policy.
- Customers may not use any Restorative Formulations product names, trademarks or copyrights as part of a URL (Universal Resource Locator), secondary domain name, meta-tags, key words or file names.
- Customers may not advertise discounted or promotional Restorative Formulations products on Internet search engines (such as Yahoo, Google, etc.).

Minimum Advertised Price

Our MAP Policy does not apply to the discounting of Restorative Formulations products to a patient when the discounting takes place within the practitioner's office setting or via a practitioner's print and email advertising to a private patient base. "Patient" is defined as an individual who is treated and monitored in the practitioner's office.

- Restorative Formulations may not be sold or advertised at less than the Suggested Retail Price (SRP) Patient Price in effect at the time of advertising.
- Advertising media includes the internet, mailers, emails, flyers, inserts, coupons, posters, newspapers, magazines, catalogs, mail order catalogs, etc.
- Any advertisements, discounts, rewards programs, special offers, sales promotions, coupons, etc. must explicitly state "Not Valid on Restorative Formulations Products."

This policy applies to volume discounts or other promotions that would cause the unit price to be less than SRP/Patient Price.

Restorative Formulations reserves the right to modify SRP/Patient Price at any time and will notify customers of price modifications.

Practitioners are solely responsible to comply with all applicable laws and regulations when advertising or selling Restorative Formulations products.

Resale Price

Restorative Formulations MAP provisions do not establish the practitioner's actual resale price. Practitioners are free to set the actual resale price as they deem appropriate, provided that all products checkout at or above the SRP/Patient Price.

Access to an actual resale price that is lower than SRP via the Internet may only be granted through restricted/secure web pages protected by a unique code provided to patients treated in the practitioner's office. The unique code may not be published anywhere on the website or be made known to anyone but the practitioner's private patients.

Branding, Copyright and Trademark

The integrity of the Restorative Formulations brand must be protected at all times.

Content displayed on the Restorative Formulations website, product packaging, catalogs, product information sheets, brochures, advertisements, emails and other marketing materials are copyrighted and trademarked.

The unauthorized use of copyrights, trademarks, logos, manufacturing images, product images, copy, or other Restorative Formulations information on the Internet without express consent is prohibited.

All photos, images, and product and/or company description content pertaining to or describing Restorative Formulations must be current and obtained from Restorative Formulations directly.

This information cannot be pulled from the Restorative Formulations website or other Internet sources, unless specifically directed in writing by Restorative Formulations.

International Restrictions

Restorative Formulations products sold to accounts in the US are for distribution in the US only.

Due to international supplement regulations, agreements with international distributors and policies governing such products, products cannot be shipped internationally.

Policy Compliance

Restorative Formulations approved customers/practitioners must abide by the terms and conditions outlined in this Policy, as well as the Terms and Conditions outlined on our web site.

Should a customer/practitioner fail to comply with this Policy:

1. RF will send notification by phone, email or certified mail of the violation
2. Practitioner will have 10 days to address the violation
3. If the violation is not addressed we will suspend the customer/practitioner account until the violation has been corrected

Failure to comply with our Internet Reseller and MAP Policy may result in temporary or permanent revocation of the customer's wholesale purchasing privileges, suspension of the account or termination of the account.

Please read, sign and return to Restorative Formulations

Restorative Formulations-Authorized Healthcare Professional

Name _____ Title: _____

Practice Address _____

City: _____ State: _____ ZIP: _____

Practice Phone # _____

Email Address: _____

Web Address: _____

Agreement executed on the date set forth below:

Signature: _____ Date: _____

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