



MINIMUM ADVERTISED PRICING (MAP)

The Minimum Advertised Price (MAP) policy shall work under the following guidelines:

1. The MAP for all Oxygenetix Canada (OXYGENETIX) products shall be no more than 0% less than the published list price provided in the latest Oxygenetix Canada Retail Price List.
2. MAP pricing is established by Oxygenetix Canada and may be adjusted by Oxygenetix Canada at its sole discretion. Oxygenetix Canada shall make current MAP pricing and changes in MAP pricing reasonably available to its dealers and sales representatives.
3. The MAP policy applies to all advertisements of Oxygenetix Canada products in any and all media including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, television, radio, public signs, and point-of-sale displays.
4. The MAP policy is not applicable to any in-store, in-clinic, or in-office, advertising that is displayed only in the store, clinic, or office and not distributed to any customer(s). The inclusion in advertising of free or discounted products (whether made by Oxygenetix Canada or another manufacturer) with a product covered by the Map policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP. If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
5. MAP does not establish maximum advertised prices. All Dealers and Sales Representatives may offer Oxygenetix Canada products at any reasonable price in excess of the MAP. Internet auctions may not display or have reserved bid or other acceptable prices below MAP price.
6. Dealer agrees to hold all trademarks of Oxygenetix as the property of Oxygenetix and use of advertising materials provided by Oxygenetix Canada in an authorized manner only.
7. Intentional or repeated failure to abide by this policy will result in, at Oxygenetix Canada's sole discretion, termination of Dealership or Sales Representatives. Oxygenetix Canada does not intend to do business with dealers or sales representatives who degrade the brand or image of Oxygenetix Canada and its products.
8. Oxygenetix Canada shall have no duty to provide prior notice or issue warnings before taking any actions under this policy.
9. Minimum Advertised Price (MAP) on all Oxygenetix Canada products currently in effect. See below:
 - \$98 MAP—Oxygenating Foundation
 - \$108 MAP—Oxygenating Acne Control Foundation
 - \$124 MAP—Oxygenating Hydro-Matrix 50mL
 - \$164 MAP—Oxygenating Hydro Matrix 75mL

10. This policy applies only to Oxygenetix Canada Dealers and sales Representatives in Canada and any other jurisdiction where this Policy, the associated Agreement, or both, are legally enforceable. We have implemented this MAP policy to preserve our strong reputation for providing customers with high-value product and valued after-sales support. We greatly appreciate the efforts of all Resellers to distribute our products and to support their customers.
11. The MAP policy has been established by Oxygenetix Canada to help ensure the legacy of Oxygenetix Canada as a top Distributor of high-performance, premium quality, skincare, cosmetic and cosmeceutical products and accessories and to protect and promote the reputation of its name, brand, and products. The MAP policy is also designed to ensure that Dealers and sales Representatives have the incentive to invest resources into provide top-quality products and services for Oxygenetix Canada customers.
12. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below. Sales Representatives of Oxygenetix Canada products will supply a copy of the Oxygenetix Canada MAP policy to any new or existing reseller to be filled out, acknowledged, and returned to Oxygenetix Canada. This form shall be signed and returned to Oxygenetix Canada, and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.

AGREED TO BY:

Clinic Name: _____

Clinic Address: _____

City/Town: _____

Province: _____ Postal Code: _____

Email: _____ Phone: _____

Website: _____

Principal Name (printed): _____

Principal Signature: _____ Date: _____