

Dr. Scabies® - Minimum Advertised Pricing (MAP) Policy

Dr. Scabies® actively supports the sales and promotion of its products by its wholesalers and distributors. Dr. Scabies® has built a strong reputation and following among retail consumers. Dr. Scabies® has determined that it shall not support advertisements or promotional materials that have the effect of diminishing or detracting from the perceived value of Dr. Scabies® products.

Dr. Scabies® has established a Minimum Advertised Price (MAP) on all Dr. Scabies® products. The MAP policy requires that all Internet Retailers comply with the following terms and conditions:

1. The MAP for all Dr. Scabies® products shall be listed on each Dr. Scabies® price sheet for wholesalers and distributors. MAP pricing is established by Dr. Scabies® for all branded Dr. Scabies® products at its sole discretion.
2. The MAP policy applies to all advertisements of branded Dr. Scabies® products in any and all media, including flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio and public signage. The MAP policy is not applicable to any in-store advertising that is not distributed to any customer.
3. The inclusion in advertising of free or discounted products (whether made by Dr. Scabies® 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.
4. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. Dr. Scabies® wholesalers and distributors remain free to sell these products at any prices they choose.
5. MAP does not establish maximum advertised prices. All wholesalers and distributors may offer Dr. Scabies® products at a price in excess of the MAP established for such product.
6. Dr. Scabies® MAP policy does not in any way limit the ability of a wholesaler to advertise that "they have the lowest prices" or that they will "meet or beat any competitor's price", or that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.

7. From time to time, Dr. Scabies® may discontinue items or engage in promotions with respect to certain products. In such events, Dr. Scabies® reserves the right to modify or suspend the MAP with respect to the affected products by notifying all wholesalers and distributors of such a change. Dr. Scabies® further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon 7 days advance written notice to the wholesalers and distributors, provided that such changes shall apply equally to all Dr. Scabies® wholesalers and distributors.
8. Intentional and/or repeated failure to abide by this policy will result in termination of reselling relationship with Dr. Scabies® does not intend to do business with wholesalers or distributors who degrade the image of Dr. Scabies® and its products. The action steps will be as follows:
 - a. The violator will be notified and given five (5) business days to correct pricing.
 - b. If violating customer does not make appropriate changes to price, Dr. Scabies® will hold the customer's entire order until violator is in adherence with policy.
 - c. If further issues arise with violator, (changes prices again, violates on same SKU or different SKU), Dr. Scabies® reserves the right to revoke all sales to customer.
9. The terms of this MAP policy are confidential and should not be disclosed to other parties. This MAP policy has been established by Dr. Scabies® to help ensure the legacy of Dr. Scabies® as a top producer of high quality natural product and to protect the reputation of its name and products. The MAP policy is also designed to ensure wholesalers and distributors have the incentive to invest resources into services for Dr. Scabies® customers. Dr. Scabies® will not sell to any customers who have an on-line storefront without a signed copy of the updated MAP policy on file. 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.

Agreed to by:

COMPANY NAME			
NAME OF AUTHORIZED REPRESENTATIVE		POSITION	
SIGNATURE		DATE	
STREET ADDRESS 1		STREET ADDRESS 2	
CITY	STATE	ZIP CODE	COUNTRY
PHONE		EMAIL	
EBAY SELLER ID(S)		AMAZON SELLER ID(S)	
WEBSITE(S) URL			

**Scan and email accomplished form to support@drscabies.com*

