



MINIMUM ADVERTISED PRICE (MAP) POLICY

At Flora Inc., we have a passion for our products, an appreciation of their legacy, and a genuine belief in their benefits. Our business is a reflection of what we choose to represent—quality products that are unique and respectful of the world around us. Flora wishes to preserve its original dedication to make available herbal remedies that ensure maximum purity, quality, and potency with a holistic approach to health.

To protect the integrity of its products and brands (Flora, and any others distributed by Flora), Flora Inc. (“FLORA”) has adopted this Minimum Advertised Price Policy (“MAP Policy”). This Policy will help ensure that our products are appropriately promoted in the marketplace and highlight the significant brand equity associated with our products.

Retailers are expected to abide by the following conditions of the MAP Policy to avoid potential consequences of non-compliance.

1. Flora products and affiliated brands may not be advertised at a price less than the “**Minimum Advertised Price**” or “**MAP**”. Retailers are responsible for staying current with this MAP Policy and MAP Products.
2. The MAP applies to all advertisements for any FLORA products in any print or electronic media of any kind, including, but not limited to, all website pages and banners, social media (e.g. Facebook, Instagram, Twitter), marketplaces (e.g. Amazon), emails, blogs, newspapers, magazines, flyers, brochures, posters, postcards, coupons, catalogs, signage visible from outside a Retailer’s premises, billboards, television, radio ads, and other marketing or promotional materials.
3. The MAP is defined per item as indicated by the current pricing list supplied by FLORA. Any advertised prices as part of any special promotions must NOT be less than the MAP, unless pre-approved in writing by FLORA. FLORA retains the right to modify MAP at any time and will notify all Retailers of such price modifications.
4. Advertising that in any way suggests or implies a price lower than the MAP, will be considered a violation of this Policy.
5. The following situations are not considered to be a violation of the MAP Policy: (a) advertising free shipping; (b) advertising sales tax rebates; (c) advertising that is in-store signage or displays.
6. FLORA may periodically discontinue products or engage in promotions with respect to certain items. In such events, FLORA may, at its discretion, modify or suspend the MAP with respect to the affected products by timely notifying all Retailers of such change.
7. This Policy applies only to Retailer’s advertised prices. The MAP policies do not limit a Retailers right to set its own prices.
8. FLORA will monitor advertised prices for its MAP Products and compliance with this MAP Policy.
9. FLORA will enforce the following order of strikes and notices:



- a. Strike 1 – Notice 1 – Written notice warning. 48 hours to move price back to MAP
 - b. Strike 2 – Notice 2 – Lose all ad/co-op funding and terminate all discounts for 3 months.
 - c. Strike 3 – Final/Termination Notice – FLORA will hold all orders. No new orders for a minimum of 6 (six) months.
10. FLORA reserves the right to determine and apply consequences if a Retailer is in violation of this Policy, including, but not limited to, excluding Retailer from participating in corporate programs and promotions, limiting the supply of products, canceling existing orders, refusing new orders, or termination of account. Interpretation and application of this Policy shall at all times be in the sole and absolute discretion of FLORA.
 11. In the event a Retailer fails to comply with this Policy, FLORA may issue a MAP Violation Notice to the Retailer.
 12. The failure of FLORA to apply consequences to a Retailer for violation of this Policy shall not constitute a waiver by FLORA of its right to take any action it deems necessary in the future for any violation of this Policy. No Retailer or other third party shall have the right to enforce these policies, nor demand or force FLORA to enforce this Policy against any other person or entity, including any other Retailer.
 13. FLORA does not solicit evidence, but will accept information from Retailers, regarding possible non-compliance with the Policy by another Retailer, provided such information is addressed to our FLORA MAP administrator at map.us@florahealth.com However, FLORA will not share with any Retailer information about its decisions relating to any other Retailer.
 14. Nothing in this Policy constitutes an agreement between FLORA and any Retailer that such Retailer will comply with this Policy.
 15. No employee or sales representative of FLORA has any authority to modify this Policy or discuss any actual or alleged violation of this Policy by a Retailer with the Retailer. Any questions about this Policy should be in writing and directed to the FLORA MAP administrator at map.us@florahealth.com
 16. The terms of this MAP Policy shall remain in effect as long as the Company has a business relationship with FLORA and may be updated, revised, or modified at any time.
 17. This MAP Policy does not apply to a Retailer subject to any State statute, regulation or other legal authority expressly prohibiting the use of a MAP policy.

We appreciate the support of you, our retail partners, in helping us deliver FLORA products to your customers and our consumers. Together we will continue to energize the marketplace and create an environment where we best serve to enhance the equity of the FLORA brands.

This MAP Policy is effective as of March 1st, 2022

Brand/ Category	UPC	Code	Product Description	Size	Case/ pk	Wholesale	SRP	MAP
	061998680780	68078	Flor-Essence® 7 Day Kit	-	-	29.69	49.49	42.99
	061998680902	68090	Flor-Essence® Dry Tea Blend	2.2 oz.	12	26.99	44.99	39.49
	061998680704	68070	Flor-Essence® Liquid Tea Blend	17 oz.	6	22.49	37.49	32.99
	061998680728	68072	Flor-Essence® Liquid Tea Blend	32 oz.	6	37.29	62.19	54.49
	061998680278	68027	Floralax Laxative Powder	7 oz.	12	6.69	11.19	9.99
	061998681459	68145	Cardio-Essence	17 oz.	6	12.49	20.99	18.49
	061998681480	68148	Cran-Essence	17 oz.	6	12.49	20.99	18.49
	061998681558	68155	Respir-Essence	17 oz.	6	12.49	20.99	18.49
	061998681503	68150	Sleep-Essence	17 oz.	6	12.49	20.99	18.49
	061998647509	64750	Bone Health+™	8 oz.	12	10.69	17.99	15.99
	061998615782	61578	CircuVein	60 caps	12	19.29	32.19	27.99
	061998647257	64725	Ferritin+®	30 caps	12	16.99	29.99	24.99
	061998614341	61434	FloraSil	90 caps	12	15.69	26.19	22.99
	061998614358	61435	FloraSil	180 caps	12	29.29	48.99	42.99
	061998613443	61344	Grape Seed Extract Plus	60 caps	12	21.19	35.49	30.99
	061998647400	64740	Flora Iron™	2.7 oz.	12	6.49	10.99	9.99
	061998647417	64741	Flora Iron™	7.7 oz.	12	10.69	17.99	15.99
	061998647424	64742	Flora Iron™	15 oz.	6	16.99	28.49	24.99
	061998647523	64752	Kid's Multi Essentials+™	2.7 oz.	12	6.49	10.99	9.49
	061998647530	64753	Kid's Multi Essentials+™	7.6 oz.	12	10.69	17.99	15.99
	061998647554	64755	Daily Multi Essentials+™	15 oz.	6	16.99	28.49	24.99
	061998680957	68095	Pro-Essence	120 caps	12	15.99	26.69	23.49
	061998615348	61534	Stressveda™	30 caps	12	13.49	22.49	19.99
	061998681909	68190	Swedish Bitters Non-Alcohol	3.4 oz.	12	8.29	13.99	11.99
	061998681923	68192	Swedish Bitters Non-Alcohol	8.5 oz.	12	16.99	28.49	24.49
	061998681800	68180	Apple Cider Vinegar - Turmeric & Cinnamon	3.3 oz.	12	4.49	7.49	6.49
	061998681831	68183	Apple Cider Vinegar - Elderberry	3.3 oz.	12	4.49	7.49	6.49
	061998681862	68186	Apple Cider Vinegar - Ginger & Lemon Flavor	3.3 oz.	12	4.49	7.49	6.49
	061998681886	68188	Apple Cider Vinegar - Red Beet	3.3 oz.	12	4.49	7.49	6.49
	061998681817	68181	Apple Cider Vinegar - Turmeric & Cinnamon	17 oz.	6	11.29	18.99	16.99
	061998681848	68184	Apple Cider Vinegar - Elderberry	17 oz.	6	11.29	18.99	16.99
	061998681879	68187	Apple Cider Vinegar - Ginger & Lemon Flavor	17 oz.	6	11.29	18.99	16.99
	061998681893	68189	Apple Cider Vinegar - Red Beet	17 oz.	6	11.29	18.99	16.99
	061998628102	62810	Acerola Powder	1.7 oz.	12	20.49	34.19	29.99
	061998628034	62803	Sambu®Guard Elderberry Crystals	1.7 oz.	12	15.69	26.19	22.99
	061998628041	62804	Sambu®Guard Elderberry+ Immune Booster	8.5 oz.	12	7.29	12.19	10.99
	061998680674	68067	Immune-Essence® with Turkey Tail & Turmeric	17 oz.	6	22.49	37.49	32.99
	061998680681	68068	Immune-Essence® with Turkey Tail & Turmeric	32 oz.	6	36.99	61.69	53.99
	061998626047	62604	Complete Care Probiotic	30 caps	6	13.49	22.99	19.99
	061998626061	62606	Travel Care Probiotic	30 caps	6	16.99	28.49	24.99
	061998626023	62602	Women's Care Probiotic	30 caps	6	15.29	25.49	22.49
	061998619605	61960	Adult's Blend Probiotic	60 caps	12	16.99	28.49	24.99
	061998619629	61962	Adult's Blend Probiotic	120 caps	12	30.99	51.69	44.99
	061998619681	61968	Advanced Adult's Blend Probiotic	30 caps	12	14.99	24.99	21.99
	061998619704	61970	Advanced Adult's Blend Probiotic	60 caps	12	28.19	46.99	40.99
	061998619643	61964	Children's Blend Probiotic	60 caps	12	11.69	19.49	16.99

061998619506	61950	Super 5 Lozeng Probiotic	60 lozenges	12	14.69	24.49	21.49
061998619582	61958	Super 8 Probiotic	30 caps	12	15.49	25.99	22.49
061998619568	61956	Super 8 Probiotic	60 caps	12	29.69	49.49	42.99
061998619728	61972	Super Bifido Plus Probiotic	30 caps	12	32.49	54.19	47.49
061998619667	61966	Toddler's Blend Probiotic	2.64 oz.	12	15.49	25.99	22.49
061998613702	61370	Adult Enzyme Blend	60 caps	12	16.99	28.49	24.71
061998613795	61379	Advanced Adult Enzyme Blend	60 caps	12	21.19	35.49	30.82
061998613627	61362	Enzyme Blend	60 caps	12	15.49	25.99	22.49
061998613603	61360	Enzyme Blend	90 caps	12	21.19	35.49	30.99
061998613641	61364	Enzyme Blend Travel Dispenser	21 caps	24	6.49	10.99	9.44
061998678909	67890	DHA Flax Oil	8.5 oz.	12	10.99	18.49	15.99
061998678923	67892	DHA Flax Oil	17 oz.	6	21.19	35.49	30.99
061998679005	67900	Flax Oil Certified Organic	8.5 oz.	12	8.29	13.99	11.99
061998679029	67902	Flax Oil Certified Organic	17 oz.	6	15.29	25.49	22.49
061998678985	67898	Flax Oil Certified Organic	32 oz.	6	23.49	39.19	34.49
061998614228	61422	Flora DHA Vegetarian Algae GreenCaps	60 caps	12	22.29	37.19	32.49
061998678947	67894	High Lignan Flax Oil Certified Organic	8.5 oz.	12	8.29	13.99	11.99
061998678961	67896	High Lignan Flax Oil Certified Organic	17 oz.	6	15.29	25.49	22.49
061998679166	67916	Olive Oil, Extra Virgin	17 oz.	6	13.99	23.49	20.49
061998614242	61424	Omega Brain+	60 softgels	12	20.49	34.49	29.99
061998679753	67975	Omega Sport+®	8.5 oz.	12	14.99	24.99	21.99
061998679777	67977	Omega Sport+®	17 oz.	6	26.49	44.19	38.49
061998679203	67920	Pumpkin Oil Certified Organic	8.5 oz.	12	15.99	26.69	23.49
061998679456	67945	Sacha Inchi Oil	8.5 oz.	12	17.49	29.19	25.49
061998679302	67930	Sesame Oil Certified Organic	8.5 oz.	12	8.29	13.99	11.99
061998679050	67905	Sunflower Oil Certified Organic	8.5 oz.	12	7.29	12.19	10.99
061998679067	67906	Sunflower Oil Certified Organic	17 oz.	6	11.29	18.99	16.49
061998679975	67997	Udo's Oil DHA 3.6.9 Blend	8.5 oz.	12	14.99	34.99	21.99
061998679982	67998	Udo's Oil DHA 3.6.9 Blend	17 oz.	6	25.69	42.99	37.49
061998679944	67994	Udo's Oil High Lignan 3.6.9 Blend	8.5 oz.	12	12.29	20.49	17.99
061998679968	67996	Udo's Oil High Lignan 3.6.9 Blend	17 oz.	6	20.69	34.49	29.99
061998615805	61580	Udo's Oil 3.6.9 Blend	90 caps	12	16.99	28.49	24.99
061998615829	61582	Udo's Oil 3.6.9 Blend	180 caps	12	28.19	46.99	40.99
061998679807	67980	Udo's Oil 3.6.9 Blend	8.5 oz.	12	12.49	20.99	18.49
061998679821	67982	Udo's Oil 3.6.9 Blend	17 oz.	6	20.49	34.19	29.99
061998679890	67989	Udo's Oil 3.6.9 Blend	32 oz.	6	32.99	54.99	47.99
061998622735	62273	Organic Extra Virgin Olive Oil	8.5 oz.	12	9.99	16.69	14.49
061998622742	62274	Organic Extra Virgin Olive Oil	17 oz.	6	15.99	26.69	23.49
061998622605	62260	Organic Hydro-Therm Almond Oil	8.5 oz.	12	28.29	47.19	40.99
061998622780	62278	Organic Hydro-Therm Pumpkin Oil	8.5 oz.	12	19.99	32.99	29.49
061998622698	62269	Organic Hydro-Therm Sesame Oil	8.5 oz.	12	10.69	17.99	15.99
061998622650	62265	Organic Hydro-Therm Sunflower Oil	8.5 oz.	12	9.99	16.69	14.49
061998622667	62266	Organic Hydro-Therm Sunflower Oil	17 oz.	6	16.99	28.49	24.99
061998622452	62245	Organic Sacha Inchi Oil	8.5 oz.	12	17.69	29.49	25.99
061998637524	63752	Cranberry with Rooibos	16 teabags	6	5.29	8.79	7.49
061998637579	63757	Double Ginger	16 teabags	6	4.29	6.79	5.99

061998637661	63766	Hawthorn	16 teabags	6	4.29	6.79	5.99
061998637807	63780	Rooibos Antioxidant	16 teabags	6	4.29	6.79	5.99
061998637784	63778	Rooibos Chai	16 teabags	6	4.29	6.79	5.99
061998636862	63686	Soothing Chamomile Tea	16 teabags	6	4.29	6.79	5.99
061998637982	63798	Yerba Mate	16 teabags	6	4.29	6.79	5.99
061998648001	64800	Red Beet Crystals	7 oz.	12	18.99	31.99	27.99
061998675151	67515	Green Blend	8.9 oz.	12	27.29	45.49	39.99
061998679562	67956	Organic MCT Oil	8.5 oz.	12	8.99	14.99	12.99
061998679586	67958	Organic MCT Oil	17 oz.	6	16.99	28.99	24.99
061998630204	63020	Mānuka Honey Blend MGO 30+	8.8 oz.	12	13.69	22.99	19.99
061998630211	63021	Mānuka Honey Blend MGO 30+	17.6 oz.	12	24.99	41.69	36.49
061998630228	63022	Mānuka Honey MGO 100+/5+ UMF	8.8 oz.	12	20.99	34.99	30.49
061998630235	63023	Mānuka Honey MGO 100+/5+ UMF	17.6 oz.	12	40.69	66.99	58.99
061998630242	63024	Mānuka Honey MGO 250+/10+ UMF	8.8 oz.	12	29.99	49.99	43.49
061998630259	63025	Mānuka Honey MGO 250+/10+ UMF	17.6 oz.	12	58.69	97.99	85.49
061998630266	63026	Mānuka Honey MGO 400+/12+ UMF	8.8 oz.	12	34.99	58.49	50.99
061998630273	63027	Mānuka Honey MGO 400+/12+ UMF	17.6 oz.	12	64.69	107.99	93.99
061998630280	63028	Mānuka Honey MGO 515+/15+ UMF	8.8 oz.	12	50.99	84.99	74.49
892644000115	69241	BioFATS® Omega 3-6-9 Fatty Acid	6.76 oz	6	9.99	16.69	14.49
892644000214	69261	BioFATS® Omega 3-6-9 Fatty Acid	12 oz	12	16.99	28.49	24.99
892644000313	69271	BioFATS® Omega 3-6-9 Fatty Acid	32 oz	6	33.69	56.19	48.99
892644000122	69242	BioVITES® Complete Multi-Nutrient Supply	7 oz	12	13.49	22.49	19.99
892644000221	69262	BioVITES® Complete Multi-Nutrient Supply	14 oz	6	20.29	33.99	29.49
892644000320	69272	BioVITES® Complete Multi-Nutrient Supply	3.5 lb	6	59.99	99.99	87.49
892644000139	69243	BioSKIN&COAT® Natural Antihistamine	7 oz	12	13.49	22.49	19.99
892644000238	69263	BioSKIN&COAT® Natural Antihistamine	14 oz	6	20.29	33.99	29.49
892644000337	69273	BioSKIN&COAT® Natural Antihistamine	3.5 lb	6	59.99	99.99	87.49
892644000146	69244	BioJOINT® Advanced Joint Mobility Support	7 oz	12	13.49	22.49	16.49
892644000641	69224	BioJOINT® Advanced Joint Mobility Support	14 oz	6	20.29	33.99	29.49
892644000740	69234	BioJOINT® Advanced Joint Mobility Support	3.5 lb	6	59.99	99.99	87.49