



Parissa Laboratories Inc.
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ATTN: Distributors, Retailers & Resellers

Re: Minimum Advertised Price (MAP) & Everyday Low Price (EDLP) Agreement. For Authorized Resellers, Online Retailers & Third Party Sellers.

January 2021 – MAP & EDLP POLICY

Parissa Laboratories Inc. requests that all retailers of Parissa products adhere to our pricing strategy to maintain a Minimum Advertised Price (MAP) policy. Parissa MAP policy requires all retailers of Parissa products to refrain from advertising prices lower than 20% below the Manufacturer's Suggested Retail Price (MSRP). An MSRP and MAP sheet is attached for reference.

The MAP Policy refers to sale or promotional pricing. For Everyday Low Pricing (EDLP) a retailer may not advertise products at prices lower than 10% below the MSRP.

Parissa Laboratories Inc. has the right to monitor and review retailer's websites, flyers and marketing materials to insure the adherence of our MAP policy. If a retailer advertises at prices lower than stated in this policy, Parissa Laboratories Inc. requires the retailer to make the necessary price changes within 10 days. If a retailer continues to violate the MAP policy, Parissa Laboratories Inc. will cease sales following the failed request to update pricing.

Parissa Laboratories Inc. authorizes distributors of our product line to publish, distribute and enforce our MAP Policy. Retailers may place multiple buys per month and be allowed to purchase at listed/published discounts from the distributor.

Parissa Laboratories Inc. also requires products being marketed and sold to be properly represented with current packaging images, content and ingredients. For updated assets please contact office@parissa.com or 1-888-986-9974.

Thank You,

Fardad Moayeri
Vice President Sales and Marketing