

# LAVANILA

## Minimum Advertised Pricing Policy

### 1. Introduction:

In our constant effort to maintain the integrity and strong reputation of Lavanila as a premium brand, effective December 1, 2016 Lavanila Laboratories has established a Minimum Advertised Pricing (“MAP”) Policy (“MAP Policy” or “Policy”), which applies to all retailers and resellers of our products delineated in the attached schedule.

### Policy Statement:

We reserve the right to unilaterally discontinue doing business with **any** retailer that, at any point, or at any location, advertises any product(s) covered by this MAP Policy at a price lower than the MAP, as outlined in Schedule A.

To be clear, this Policy applies to **advertised prices only**. A retailer is, therefore, free to establish its own selling price for our products.

We have taken unilateral action and created this MAP Policy on our own volition, and in our sole discretion. Nothing in this statement constitutes an agreement, and the consent of the retailers is not required. This Policy is simply a description of how Lavanila Laboratories chooses to conduct its business.

### 2. Advertising Guidelines:

This Policy applies to all mediums of advertisement of any of our delineated products, including, but not limited to, print, internet and e-commerce platforms, radio, and television.

We acknowledge that advertisements, which do not include any advertised price below the MAP, and otherwise comply with this Policy are not a violation. A retailer may not, for example, display the MAP with a strike-through, as that would imply a lower advertised price than that of the MAP, and would therefore constitute a violation of this Policy. By contrast, retailers may state that a customer can call or email for pricing, and therefore, actual prices charged may be provided by telephone, email response, and product purchase confirmation webpages or communications.

We reserve the right to temporarily waive this MAP Policy in order to allow a retailer to promote sales or discounts, or for purposes of a retailer’s clearance or liquidation. All such waivers must be requested in writing in advance of any such deviation from the MAP Policy. Furthermore, any such waiver may be granted solely upon our express written confirmation.

### 3. Enforcement:

In the event that a retailer should violate this Policy, we reserve the right, in our sole discretion, to suspend, limit the amount of product we sell to, or completely discontinue our doing business with, that retailer without the requirement of any further notification. We further reserve the right to do so until we have completed a full investigation of the retailer's activities. And we fully expect the retailer to be cooperative and forthcoming during the aforementioned investigation. If a violation should occur, the same may be used as a factor in considering whether to offer that retailer sales, discounts, or other promotional incentives in the future.

4. Contact Information:

Any inquiries should be directed to our founder via email: [danielle@lavanila.com](mailto:danielle@lavanila.com)

Thank you for your continued efforts to support and promotion of the Lavanila brand!

Sincerely yours,

A handwritten signature in blue ink that reads "Danielle Raynor". The signature is written in a cursive, flowing style.

Danielle Raynor, President & Founder

**Schedule of Products and Accompanying Minimum Advertised Price**

<b>SCHEDULE A</b>		
<b>PRODUCT DESCRIPTION</b>	<b>UPC</b>	<b>MAP</b>
<b>THE HEALTHY FRAGRANCE</b>		
1.7 OZ. THF Pure Vanilla	894523001008	<b>\$58.00</b>
1.7 OZ. THF Vanilla Grapefruit	894523001015	<b>\$58.00</b>
1.7 OZ. THF Vanilla Coconut	894523001206	<b>\$58.00</b>
1.7 OZ. THF Vanilla Lavender	894523001428	<b>\$58.00</b>
1.7 OZ. THF Fresh Vanilla Lemon	857632002496	<b>\$58.00</b>
.32 OZ. THF Vanilla Grapefruit Roller Ball	894523001060	<b>\$19.00</b>
.32 OZ. THF Pure Vanilla	894523001152	<b>\$19.00</b>
.32 OZ. THF Vanilla Coconut Roller Ball	894523001572	<b>\$19.00</b>
.32 OZ. THF FVL (Lemon) Roller Ball	857632002519	<b>\$19.00</b>
<b>THE HEALTHY DEODORANT</b>		
2 OZ. THD Pure Vanilla	894523001602	<b>\$14.00</b>
2 OZ. THD Vanilla Grapefruit	894523001619	<b>\$14.00</b>
2 OZ. THD Vanilla Coconut	894523001626	<b>\$14.00</b>
2 OZ. THD Vanilla Lavender	894523001633	<b>\$14.00</b>
2 OZ. THD Vanilla Passion Fruit	857632002076	<b>\$14.00</b>
2 OZ. THD Vanilla Blackberry	857632002441	<b>\$14.00</b>
2 OZ. THD Fresh Vanilla Lemon	857632002502	<b>\$14.00</b>
1.8 OZ THD Super Sensitive Fragrance Free	857632002618	<b>\$14.00</b>
1.8 oz Sport Luxe Deodorant	857632002748	<b>\$16.00</b>
.90 OZ THD PV	857632002397	<b>\$8.00</b>
<b>THE HEALTHY BODY BUTTER</b>		
6.7 OZ. The Healthy Body Butter Pure Vanilla	857632002540	<b>\$19.00</b>
6.7 OZ. THBB Vanilla Grapefruit	857632002557	<b>\$19.00</b>
6.7 OZ. THBB Vanilla Coconut	857632002564	<b>\$19.00</b>
6.7 OZ. THBB Vanilla Lavender	857632002571	<b>\$19.00</b>
6.7 OZ. THBB Fresh Vanilla Lemon	857632002588	<b>\$19.00</b>
6.7 OZ THBB Super Sensitive Fragrance Free	857632002632	<b>\$19.00</b>
.85 OZ THBB Pure Vanilla	857632002779	<b>\$4.00</b>
<b>THE HEALTHY SPF</b>		
THSS SPF 40 Face	894523001961	<b>\$20.00</b>
THSS Sport Luxe SPF 30	857632002755	<b>\$22.00</b>

<b>FOREVER FRAGRANCE OILS</b>		
8 ML FFO Vanilla Grapefruit	857632002250	<b>\$19.00</b>
8 ML FFO Vanilla Coconut	857632002267	<b>\$19.00</b>
8 ML FFO Pure Vanilla	857632002434	<b>\$19.00</b>
<b>SPECIALTY &amp; GIFTS</b>		
VANILLA BEAN BODY SCRUB	857632002786	<b>\$40.00</b>
VANILLA BEAN CREAMY BODY OIL	857632002793	<b>\$39.00</b>
COZY COMFORTS MINI DEO TRIO	856650006097	<b>\$20.00</b>
7 DAYS OF DEO	856650006110	<b>\$42.00</b>
ULTIMATE SPORT LUXE SET	856650006103	<b>\$29.00</b>
THE HEALTHY BODY WASH SPORT LUXE	856650006011	<b>\$16.00</b>
PURE BLISS SET	856650006134	<b>\$69.00</b>
THE HEALTHY CANDLE PURE VANILLA	856650006127	<b>\$19.00</b>