

ION* MINIMUM ADVERTISED PRICE POLICY

Effective Date: February 29, 2024

I. Introduction

This Biomic Sciences, LLC DBA ION* Intelligence of Nature (“ION*”) Minimum Advertised Price policy, including all Addenda and Attachments (together, the “MAP Policy”) provides guidelines for the advertising of ION* products identified on the MAP Schedule (“Products”) by Authorized Resellers in the United States (“Resellers”). The purpose of the MAP Policy is to protect the ION* brand, to encourage Resellers to invest in ION*’s product line, and provide the best possible service and support to customers.

This MAP Policy is effective September 1, 2023 and supersedes all of our prior policies or representations regarding minimum advertised prices or minimum resale prices for the Products applicable to Resellers.

II. Media and Advertising.

Resellers must abide by this Policy in any and all advertising of Products including but not limited to the advertising of Products online (internet, email, digital and mobile advertising), in print (catalogs, brochures, flyers), and any other media now known or later created (“Media”).

The terms “advertise,” “advertisement,” and Media do not include pricing information displayed at the “Final Online Checkout Stage” (which is when the Product is put into an online shopping cart that contains the customer’s name, shipping address, email address, and payment information for a transaction). Please note that pricing information in the Final Online Checkout Stage must be obscured technically so that it is not retrievable by shopping and pricing engines and not displayed on search page results within the Reseller’s own website.

Any advertising or promotions (together “Advertising”) which would result in the price of Products (bulk or individual) being advertised at less than Manufacturer’s Suggested Retail Price (“MSRP”), is a violation of this MAP Policy.

Such Advertising includes but is not limited to special offers, coupons or coupon codes, bundle deals, rewards programs, loyalty programs, gifts with purchase, volume discounts, site-wide discounts, or any other kind of marketing, advertising, or other promotion which would result in an advertised price of Products below MSRP.

We may announce MAP holidays or promotions that are applicable to all Resellers, during which periods a Reseller that advertises a Product in compliance with the terms of the MAP holiday will not be considered to have violated this MAP Policy.

Such authorized promotions include, without limitation, the following:

- Up to four times per year for up to one month at a time, it is not a violation to advertise pricing displayed strictly in a physical retail location that is up to 15% off MSRP.
- “Subscribe and Save,” “Auto-ship and Save,” “Repeat Delivery,” or other subscription or auto-replenishment loyalty discount programs (“Subscription Promotions”) which result in a Product being advertised at a price lower than the MSRP, provided that (1) the Product is identified in the Price List as being eligible for Subscription Promotions; (2) such programs do not advertise a discount of more than fifteen percent (15%) below the Product’s MSRP; and (3) prices applying the Subscription Promotion are not advertised anywhere other than the reseller’s own website.

Any advertised prices on the intelligenceofnature.com website, including any discounts, bundled-product discounts, or other promotions, are deemed to be compliant with this MAP Policy.

Further, it is not a violation of this MAP Policy to advertise that a customer may “call for price,” “text for price,” or “email for price,” as long as no price is listed and no automated call, text message, or “bounce-back” email is used in response.

Products may only be advertised in accordance with this MAP policy.

III. Pricing and Policy Decisions.

All decisions regarding this MAP Policy, Product pricing, marketing, promotion, or sale of Products, are ION*'s alone and shall be made in its sole discretion. This MAP Policy may be amended by ION* at any time and Resellers shall be notified of any changes via email.

Please note that ION* employees or agents cannot modify, interpret, or grant any exceptions to this MAP Policy; cannot solicit or obtain the agreement of any person or entity to comply with this MAP Policy; and cannot otherwise discuss any aspect of this MAP Policy with any Reseller, including any Reseller's compliance with the terms.

Any questions about this MAP Policy should be sent in writing to our MAP Policy Administrator at MAP@intelligenceofnature.com. ION* will not accept any other form of communication from Resellers regarding this MAP Policy.

IV. Violations of MAP Policy

This MAP Policy is unilateral and does not constitute an agreement between ION* and Reseller. ION* does not seek and will not accept any promise of compliance with this MAP Policy from any Reseller or other party, and each Reseller must independently choose whether to comply with this MAP Policy. **This MAP Policy is not negotiable and will not be altered for any individual Reseller.**

Nothing in this MAP Policy limits, prohibits, dictates or otherwise addresses a Reseller's right to set its own prices. Resellers remain free to advertise and resell Products at prices of their choosing, however, ION* shall take the following actions, in the event a Reseller violates this MAP Policy:

- First Violation:** Issue a written warning to Reseller notifying it of an instance of non-compliance.
- Second Violation:** Written warning and a 30-day shipping hold. This means that we will revoke our acceptance of any pending orders, cancel any pending shipments to you, and not accept any new orders from you during this 30-day period.
- Third Violation:** Termination of business relationship and revocation of "authorized" status. We will revoke our acceptance of any pending orders and cancel any pending shipments to you. You will no longer be an Authorized Reseller of our products.

MAP SCHEDULE**Last Updated: February 29, 2024**

Product Name	MSRP/MAP	Subscription Promotion Eligibility
32-oz ION* Gut Support	\$72.00	Eligible
16-oz ION* Gut Support	\$52.00	Not eligible
8-oz ION* Gut Support	\$32.00	Not eligible
3-oz ION* Gut Support	\$16.00	Not eligible
16-oz ION* Gut Support For Pets	\$52.00	Eligible
8-oz ION* Gut Support For Pets	\$32.00	Not eligible
Pump dispensers	\$3.00	Not eligible
8-oz ION* Skin Support	\$68.00	Eligible
3-oz ION* Skin Support	\$32.00	Not eligible

Prices, quantities, size of units or any other information regarding Products may be altered, modified or otherwise changed in ION*'s discretion.