



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 June 15th, 2020



FLORA Item Number	FLORA UPC Number	FLORA Case UPC Number	Description	Item Size	Item UOM	Wholesale	MAP
Vitamins, Minerals & Supplements							
61578	061998615782	10061998615789	CircuVein	60	CT	\$16.99	\$26.99
61434	061998614344	10061998614348	FloraSil	90	CT	\$13.99	\$21.99
61435	061998614358	10061998614355	FloraSil	180	CT	\$25.99	\$41.99
61344	061998613443	10061998613440	Grape Seed Extract Plus	60	CT	\$18.79	\$29.99
68095	061998680957	10061998680954	Pro-Essence	120	CT	\$14.29	\$22.39
Bitters							
68190	061998681909	10061998681906	Swedish Bitters Non-Alcohol	3.4	FZ	\$7.29	\$11.49
68192	061998681923	10061998681920	Swedish Bitters Non-Alcohol	8.5	FZ	\$14.99	\$22.49
Wellness Tonics							
68180	061998681800	10061998681807	Apple Cider Vinegar - Tumeric & Cinnamon	3.3	FZ	\$3.99	4.99
68181	061998681817	10061998681814	Apple Cider Vinegar - Wellness Tonic - Tumeric & Cinnamon	17	FZ	\$9.99	14.99
68183	061998681831	10061998681838	Apple Cider Vinegar - Elderberry	3.3	FZ	\$3.99	4.99
68184	061998681848	10061998681845	Apple Cider Vinegar - Wellness Tonic - Elderberry	17	FZ	\$9.99	14.99
68186	061998681862	10061998681869	Apple Cider Vinegar - Ginger & Lemon Flavor	3.3	FZ	\$3.99	4.99
68187	061998681879	10061998681876	Apple Cider Vinegar - Wellness Tonic - Ginger & Lemon Flavor	17	FZ	\$9.99	14.99
68188	061998681886		Apple Cider Vinegar - Red Beet	3.3	FZ	\$3.99	4.99
68189	061998681893		Apple Cider Vinegar - Wellness Tonic - Red Beet	17	FZ	\$9.99	14.99
Enzymes							
61370	061998613702	10061998613624	Adult Enzyme Blend	60	CT	\$14.99	\$23.99
61379	061998613795	10061998613792	Advanced Adult Enzyme Blend	60	CT	\$18.79	\$28.99
61362	061998613627	10061998613624	Enzyme Blend	60	CT	\$13.79	\$19.99
61360	061998613603	10061998613600	Enzyme Blend	90	CT	\$18.79	\$31.99
Probiotics - Refrigerated							
61966	061998619667	10061998619664	FLORA TODDLER PROBIOTIC 2.64 OZ	2.64	OZ	\$13.49	\$20.49
61964	061998619643	10061998619640	FLORA CHILDRENS PROBIOTIC 60 VC	60	CT	\$10.29	\$14.99
61960	061998619605	10061998619602	FLORA ADULTS PROBIOTIC 60 VC	60	CT	\$14.99	\$22.99
61962	061998619629	10061998619626	FLORA ADULTS PROBIOTIC 120 VC	120	CT	\$27.59	\$43.99
61968	061998619681	10061998619688	FLORA ADVANCED ADULTS PROBIOTIC 30 VC	30	CT	\$13.29	\$19.99
61970	061998619704	10061998619701	FLORA ADVANCED ADULTS PROBIOTIC 60 VC	60	CT	\$24.99	\$38.99
61950	061998619506	10061998619503	Super 5 Probiotic	60	CT	\$12.99	\$18.99
61958	061998619582	10061998619589	FLORA SUPER 8 PROBIOTIC 30 VC	30	CT	\$13.79	\$20.99
61956	061998619568	10061998619565	FLORA SUPER 8 PROBIOTIC 60 VC	60	CT	\$26.29	\$42.99
61972	061998619728	10061998619725	FLORA SUPER BIFIDO PLUS PROBIOTIC 30 VC	30	CT	\$28.79	\$45.99
Probiotics - Shelf Stable							
62606	061998626061	10061998626068	Travel Care Probiotic	30	CT	\$14.99	\$23.99
62604	061998626047	10061998626044	COMPLETE CARE PROBIOTIC 30 CAPS	30	CT	\$11.99	\$18.99
62602	061998626023	10061998626020	WOMEN'S CARE PROBIOTICS 30 CAPS	30	CT	\$13.49	\$21.99
Immune Support							
62804	061998628041	10061998628048	ELDERBERRY IMMUNE BOOSTER - LIQUID 8.5 OZ.	8.5	FZ	\$6.49	12.99
62810	061998628102	10061998628109	ACEROLA POWDER	1.7	OZ	\$18.39	29.99
Omega Oils							
67890	061998678909	10061998678906	DHA Flax Oil	8.5	FZ	\$9.79	\$14.99
67892	061998678923	10061998678920	DHA Flax Oil	17	FZ	\$18.79	\$27.99
67900	061998679005	10061998679002	Flax Oil Certified Organic	8.5	FZ	\$7.29	\$10.99
67902	061998679029	10061998679026	FLAX OIL 17 FZ	17	FZ	\$13.49	\$19.99
67898	061998678985	10061998678982	Flax Oil Certified Organic	32	FZ	\$20.99	\$32.99
61422	061998614228	10061998614225	DHA ALGAE GREENCAPS 60 CAPS	60	CT	\$19.79	\$31.99
67894	061998678947	10061998678944	High Lignan Flax Oil Certified Organic	8.5	FZ	\$7.29	\$10.99
67896	061998678961	10061998678968	High Lignan Flax Oil Certified Organic	17	FZ	\$13.49	\$19.99
67916	061998679166	10061998679163	Olive Oil, Certified Organic, Extra Virgin, Cold Pressed & Unrefined	17	FZ	\$12.29	\$18.99
61424	061998614242	10061998614249	OMEGA BRAIN+ 60 CAPS	60	CT	\$17.99	\$29.99
67975	061998679753	10061998679750	OMEGA SPORT+ 8.5 FZ	8.5	FZ	\$13.29	\$19.99
67977	061998679777	10061998679774	Omega Sport+	17	FZ	\$23.49	\$34.99
67920	061998679203	10061998679200	Pumpkin Oil Certified Organic	8.5	FZ	\$14.29	\$21.99
67945	061998679456	10061998679453	Sacha Inchi Oil	8.5	FZ	\$15.49	\$24.99
67930	061998679302	10061998679309	Sesame Oil Certified Organic	8.5	FZ	\$7.29	\$10.99
67905	061998679050	10061998679057	Sunflower Oil Certified Organic	8.5	FZ	\$6.49	\$9.99
67906	061998679067	10061998679064	Sunflower Oil Certified Organic	17	FZ	\$9.99	\$14.99
Udo's Choice Oils							
67997	061998679975	10061998679972	UDOS CHOICE DHA 3 6 9 BLEND 8.5 FZ	8.5	FZ	\$13.29	\$19.99
67998	061998679982	10061998679989	Udo's Choice DHA Oil Blend 17 FZ	17	FZ	\$22.79	\$35.99
67994	061998679944	10061998679941	Udo's Choice High Lignan Oil Blend 8.5 FZ	8.5	FZ	\$10.79	\$15.99
67996	061998679968	10061998679965	Udo's Choice High Lignan Oil Blend 17 FZ	17	FZ	\$18.29	\$27.99
61580	061998615805	10061998615802	UDOS CHOICE 3 6 9 BLEND 90 SG	90	CT	\$14.99	\$22.99
61582	061998615829	10061998615826	Udo's Choice Oil Blend 180 SG	180	CT	\$24.99	\$38.99
67980	061998679807	10061998679804	UDOS CHOICE 3 6 9 BLEND 8.5 FZ	8.5	FZ	\$10.99	\$15.99
67982	061998679821	10061998679828	Udo's Choice Oil Blend 3.6.9 17 FZ	17	FZ	\$17.99	\$27.99
67989	061998679890	10061998679897	Udo's Choice Oil Blend 3.6.9 32 FZ	32	FZ	\$29.29	\$48.99



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Culinary Oils							
62273	061998622735	10061998622732	Flora Organic Extra Virgin Olive Oil	8.5	FZ	\$8.79	\$14.99
62274	061998622742	10061998622749	Flora Organic Extra Virgin Olive Oil	17	FZ	\$14.29	\$23.99
62260	061998622605	10061998622602	Flora Organic Hydro-Therm Almond Oil	8.5	FZ	\$24.99	\$39.99
62278	061998622780	10061998622787	Flora Organic Hydro-Therm Pumpkin Oil	8.5	FZ	\$16.49	\$27.99
62269	061998622698	10061998622695	Flora Organic Hydro-Therm Sesame Oil	8.5	FZ	\$9.49	\$15.99
62265	061998622650	10061998622657	Flora Organic Hydro-Therm Sunflower Oil	8.5	FZ	\$8.79	\$14.99
62266	061998622667	10061998622664	Flora Organic Hydro-Therm Sunflower Oil	17	FZ	\$14.99	\$24.99
62245	061998622452	10061998622459	Flora Organic Sacha Inchi Oil	8.5	FZ	\$15.79	\$25.99
Super Foods							
64960	061998649602	4006309314325	RED BEET CRYSTALS C/O 7 OZ	7	OZ	\$16.49	\$34.49
67515	061998675151	10061998675158	Green Blend	8.9	OZ	\$24.29	\$34.99
67956	061998679562		ORGANIC MCT OIL 8.5OZ	8.5	FZ	\$7.99	\$11.99
67958	061998679586		Organic MCT Oil 17OZ	17	FZ	\$14.99	\$23.99
Manuka Honey							
63020	0 61998 63020 4		Mānuka Honey Blend MGO 30+	8.8	OZ	\$12.00	\$19.99
63021	0 61998 63021 1		Mānuka Honey Blend MGO 30+	17.6	OZ	\$22.00	\$34.99
63022	0 61998 63022 8		Mānuka Honey MGO 100+/5+ UMF	8.8	OZ	\$18.50	\$29.99
63023	0 61998 63023 5		Mānuka Honey MGO 100+/5+ UMF	17.6	OZ	\$34.00	\$56.49
63024	0 61998 63024 2		Mānuka Honey MGO 250+/10+ UMF	8.8	OZ	\$26.50	\$44.99
63025	0 61998 63025 9		Mānuka Honey MGO 250+/10+ UMF	17.6	OZ	\$52.00	\$84.99
63026	0 61998 63026 6		Mānuka Honey MGO 400+/12+ UMF	8.8	OZ	\$31.00	\$49.99
63027	0 61998 63027 3		Mānuka Honey MGO 400+/12+ UMF	17.6	OZ	\$58.00	\$95.99
63028	0 61998 63028 0		Mānuka Honey MGO 515+/15+ UMF	8.8	OZ	\$45.00	\$74.99
Pet Care							
69241	892644000115	20892644000119	BIOFATS OMEGA 3-6-9 FATTY ACID 6.76oz	6.76	OZ	\$8.99	\$13.99
69261	892644000214		BioFATS Omega 3-6-9 Fatty Acid	12	OZ	\$14.99	\$22.99
69271	892644000313		BioFATS Omega 3-6-9 Fatty Acid	32	OZ	\$29.99	\$45.99
69242	892644000122	20892644000126	BIOVITES COMPLETE MULTI-NUTRIENT SUPPLY 7oz	7	OZ	\$11.99	\$18.99
69262	892644000221		BioVITES Complete Multi-Nutrient Supply	14	OZ	\$17.99	\$27.99
69272	892644000320		BioVITES Complete Multi-Nutrient Supply	3.5	LB	\$53.99	\$84.99
69243	892644000139	20892644000133	BIOSKIN&COAT NATURAL ANTIHISTAMINE FORMULA 7oz	7	OZ	\$11.99	\$18.99
69263	892644000238		BioSKIN&COAT Natural Antihistamine Formula	14	OZ	\$17.99	\$27.99
69273	892644000337		BioSKIN&COAT Natural Antihistamine Formula	3.5	LB	\$53.99	\$84.99
69244	892644000146	20892644000140	BIOJOINT ADVANCED JOINT MOBILITY SUPPORT 7oz	7	OZ	\$11.99	\$18.99
69224	892644000641		BioJOINT Advanced Joint Mobility Support	14	OZ	\$17.99	\$27.99
69234	892644000740		BioJOINT Advanced Joint Mobility Support	3.5	LB	\$53.99	\$84.99
Detox & Cleansing							
68078	061998680780	no case pack	Flor-Essence 7 Day Kit	7	DAY	26.29	39.99
68090	061998680902	10061998680909	Flor-Essence Dry Tea Blend	2.2	OZ	\$26.29	\$39.99
68070	061998680704	10061998680701	FLOR ESSENCE 17 FZ	17	FZ	\$23.99	\$39.99
68072	061998680728	10061998680725	FLOR ESSENCE 32 FZ	32	FZ	\$19.99	\$29.99
68027	061998680278		Floralax Laxative Powder	7.1	OZ	\$32.99	\$49.99
68150	061998681503	10061998681500	SLEEP ESSENCE 17 FZ	17	FZ	\$10.99	\$19.99
68145	061998681459	10061998681456	CardioEssence	17	FZ	\$18.99	\$19.99
68148	061998681480	10061998681487	CRAN ESSENCE 17OZ	17	FZ	\$10.99	\$19.99
68155	061998681558	10061998681555	RESPIR ESSENCE	17	FZ	\$10.99	\$19.99
Salus Tonics							
64726	079651147822	4004148331886	Calcium Liquid	8.5	FZ	\$16.49	\$24.99
64730	079651147846	4004148331916	CALCIUM MAGNESIUM LIQUID 8.5 FZ	8.5	FZ	\$16.49	\$24.99
64731	079651647315	4004148331923	Calcium-Magnesium Liquid	17	FZ	\$28.49	\$44.99
64712	079651147884	4004148331800	Epresat Adult Multivitamin	8.5	FZ	\$20.49	\$29.99
64713	079651147693	4004148331817	Epresat Adult Multivitamin	17	FZ	\$30.79	\$49.99
64771	079651147624	4004148331077	FLORADIX IRON PLUS HERBS 8.5 FZ	8.5	FZ	\$17.49	\$24.99
64773	079651147655	4004148331756	FLORADIX IRON PLUS HERBS 17 FZ	17	FZ	\$30.29	\$44.99
64950	061998649503	4004148331763	Floradix Iron & Herbs	23	FZ	\$37.40	\$57.99
64717	061998647172	4004148331930	FLORADIX IRON PLUS HERBS 80 CT	80	FZ	\$15.99	\$27.99
64914	061998649145	4004148331947	Floradix Iron Tablets	120	FZ	\$18.79	\$34.99
64775	079651147709	4004148331770	FLORAVITAL IRON PLUS HERBS 8.5 FZ	8.5	FZ	\$17.49	\$24.99
64777	079651147716	4004148331787	FLORAVITAL IRON PLUS HERBS 17 FZ	17	FZ	\$30.29	\$44.99
64778	061998647783	4004148331794	Floravital Iron & Herbs Yeast-Free	23	FZ	\$37.40	\$57.99
64791	061998647912	4004148331862	Galexier Herbal Bitters	8.5	FZ	\$16.79	\$24.99
64714	061998647141	4004148331824	IntestCare	8.5	FZ	\$15.99	\$24.99
64780	4 004148 337901	4004148331848	KINDERLOVE CHILDREN MULTIVITAMIN 8.5 FZ	8.5	FZ	\$14.99	\$22.99
64782	4 004148 337925	4004148331855	Kinder Love Children's Multivitamin	17	FZ	\$24.99	\$36.99
64728	079651147839	4004148331893	MAGNESIUM LIQUID 8.5 FZ	8.5	FZ	\$16.49	\$29.99
64729	061998647295	4004148331909	Magnesium Liquid	17	FZ	\$27.29	\$42.99