

A TO Z BEAUTY LLC d/b/a CLIGANIC
INTERNET MINIMUM ADVERTISED PRICE POLICY

A TO Z BEAUTY LLC d/b/a CLIGANIC has established an Internet Minimum Advertised Price (“IMAP”) Policy for all resellers of our products who sell on the internet in the United States of America as well as in all other countries, except where such policy is in clear contravention of local laws. This IMAP Policy applies to all resellers who advertise our products on any website, including, but not limited to, their own website, third-party marketplaces and social media platforms. **This IMAP Policy does not grant any rights or license to sell our product outside of the terms and conditions set forth in a written agreement between the parties.** Any unauthorized use or sale of our product is strictly prohibited and this IMAP Policy is not intended to modify or alter any such agreement and does not grant any additional rights to sell our products. This IMAP Policy is provided for informational purposes only and does not create any rights to sell our products outside of the terms stated in such written agreement.

This IMAP Policy is subject to our IMAP list which we may provide and update from time to time. Resellers are prohibited from advertising our products below the IMAP. The IMAP includes all discounts and the price displayed on a product page should always show, at a minimum, the IMAP pricing without any deduction. Website features such as “click for price,” automatic price display for any items prior to being placed in a customer's shopping cart and other similar features are considered to be communications initiated by the reseller (rather than by the customer) and thereby constitute “advertising” under this IMAP Policy.

Without limiting the forgoing, pricing information displayed at the final online checkout stage of a transaction is not considered “advertising” under this IMAP Policy. The “final online checkout stage” is the stage when the covered product is put into a shopping cart that contains the customer’s name, shipping address, email address, and payment information. Pricing information in the “shopping cart” or “checkout” stages must be obscured technically so it is not retrievable by shopping and pricing engines and not displayed on search page results within the reseller’s own website. Similarly, a product page that displays the IMAP pricing is permitted to provide that savings up to XX% (or \$\$) may be applied in the shopping cart or with an applicable coupon code and/or that bonus cash or loyalty points are available to a purchase of a product.

Resellers are free to sell our products at any price they choose, but they may not advertise our products below the IMAP. If a reseller violates this policy, we may take any of the following actions: (i) Issue a warning to the reseller; (ii) Suspend or terminate the reseller's account; (iii) Refuse to supply products to the reseller in the future; (iv) Take legal action against the reseller. The decision to take any such action is at our sole discretion.

By continuing to advertise and sell our products on the internet, resellers agree to comply with this IMAP Policy.

We reserve the right to from time to time to alter, modify, suspend, or cancel this IMAP Policy, the products covered, and/or the minimum advertised prices.