



To our valued partners:

As a leading marketer of nutritional supplements, Windmill Health Products is focused on maintaining high margins for our Reseller network. In recognition of the investment in time and resources required for our high-quality Resellers to provide the level of customer service and product knowledge expected from our Resellers, *HerOwn* is committed to enforcing policies which will allow our Resellers to maintain high profit margins through the sale of our products. Windmill Health Products has an established Minimum Advertised Price (“MAP”) policy that an authorized Reseller must follow for the advertising and marketing of Windmill Health Products *HerOwn* product line. All Windmill Health Products authorized Resellers must agree to the terms and conditions of the following MAP Policy:

#### **Windmill Health Product’s MAP Policy Guidelines for *HerOwn* Products**

MAP pricing for all *HerOwn* products can be found on your current price list. All advertised prices must be at or above MAP for any and all *HerOwn* products if an MAP price has been established by Windmill Health Products. Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP. Other statements such as “call for price” or “call for quote” are acceptable and permitted.

Resellers are also responsible for ensuring their *HerOwn* internet pricing is at or above MAP on internet search engines. Resellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent publication of the price list. Windmill Health Product’s MAP policy for all *HerOwn* products apply to advertising placements, including but not limited to print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third- party sites), internet placements on resellers’ own website, and any flyers, posters or coupons.

From time to time, *HerOwn* may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, *HerOwn* reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period by providing advance notice to all Resellers of such changes.

#### **Pricing Statements**

Windmill health Product’s MAP policy does allow resellers to omit pricing entirely from advertisements and/or advertisement statements such as “Call for Price” or “Call for Quote.”

#### **Free Offers Associated with Windmill Health Products**

Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP.

#### **All *HerOwn* Products Price Matching Policies**

Price matching policies are acceptable. Price matching cannot be used as a valid reason for violations of Windmill Health Product’s MAP Policy. Advertised prices must always be at MAP or higher.

#### **Failure to Comply with the MAP Policy**

At the sole discretion of Windmill Health Products, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of authorized Reseller status and your ability to purchase all *HerOwn* products both direct as well as through distribution.



HerOwn®

UPC #	Item #	Description	Size	Servings	SRP
0 35046 12808 1	N12808	Probiotic	30 Capsules	30	\$17.99
0 35046 12898 2	N12898	Passion	30 Capsules	30	\$17.99
0 35046 12925 5	N12925	PMS	30 Capsules	30	\$17.99
0 35046 12926 2	N12926	UTI	30 Tablets	30	\$17.99
0 35046 12927 9	N12927	Cleanse	60 Capsules	30	\$17.99
0 35046 12883 8	N12883	Probiotic	60 Gummies	30	\$17.99
0 35046 12884 5	N12884	Debloat	60 Gummies	30	\$17.99
0 35046-13424 2	N13424	Beauty	60 Capsules	30	\$17.99
0 35046-13422 8	N13422	Sea Moss	60 Capsules	30	\$17.99
0 35046-12967 5	N12967	Pre-Natal	60 Capsules	30	\$17.99
0 35046 13343 6	N13343	Grow	60 Gummies	30	\$17.99
0 35046 12807 4	N12807	Burn	60 Capsules	30	\$17.99
0 35046 12968 2	N12968	Post Natal	30 Capsules	30	\$17.99
0 35046 13368 9	N13368	Cool Nite	30 Capsules	30	\$17.99
0 35046 13367 2	N13367	Menoprim	30 Capsules	30	\$17.99
0 35046 12822 7	N12822	Grow	30 Capsules	30	\$17.99



10 HENDERSON DRIVE, WEST CALDWELL, NJ 07006 • P: 973-575-6591 • F: 973-882-3256 • [WWW.WINDMILLVITAMINS.COM](http://WWW.WINDMILLVITAMINS.COM)