


Unilateral Minimum Advertised Price Policy

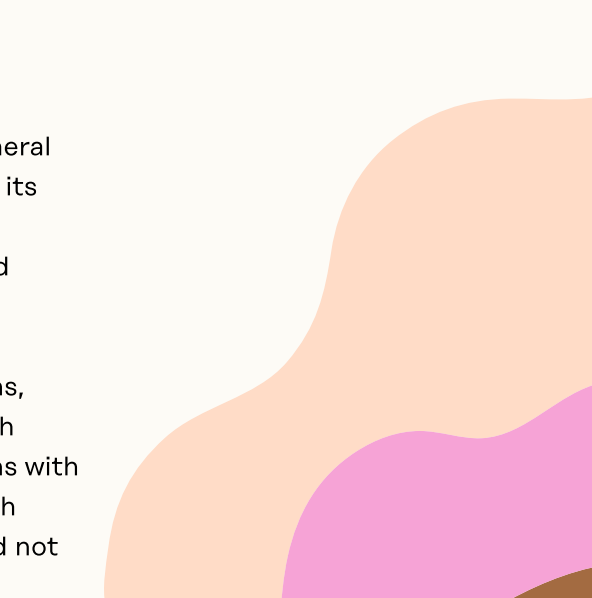
Through a significant investment in design, technology and personnel, The Honey Pot Company, LLC ("THP") has established a strong reputation for providing quality products. THP has determined that advertising THP products at prices below certain levels, established by THP, undermines THP's trade reputation, image, and marketing strategy. To ensure the value of the image of THP to their customers, the following unilateral Minimum Advertised Price Policy ("MAP Policy") must be followed for the advertising of THP products by all resellers of the MAP Products (as hereinafter defined), including but not limited to brokers, distributors, wholesalers, and retailers (the "Resellers"). **This MAP Policy is effective as of January 1, 2026.**

General Guidelines

1. The products covered by this policy are listed in Schedule A ("MAP Products"). THP may, in its sole discretion, modify this list from time to time.
 2. THP recognizes that Resellers are free to make their own decisions to advertise and sell any THP product at any price they choose, without consulting or advising THP. You recognize and agree that THP will exercise its right to make its own decisions regarding any THP reseller program, marketing materials, point-of-purchase displays, product allocation, new product availability, or future promotional, joint marketing, or sponsorship programs.
 3. The MAP Policy applies to advertised prices, not the price at which MAP Products are actually sold or offered for sale to an individual in-store or over the telephone.
 4. THP believes in maintaining a well-regulated and fair marketplace for all its authorized resellers.
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Advertising Guidelines

1. The MAP applies to all advertisements for any THP products in any and all traditional and electronic media, including, but not limited to: flyers, posters, coupons, mailers, emails, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio and other public displays.
 2. The MAP Policy applies only to advertised prices and does not apply to the price at which THP products are actually sold or offered for sale to an individual consumer within the Reseller's retail location. The final sales price remains totally at each reseller's discretion.
 3. Website features such as "click for price," automated "bounce-back" pricing e-mails, pre-formatted e-mail responses, forms, 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 MAP Policy.
 4. It is not a violation of this MAP Policy to advertise a customer may "call for price", "email for price," "add to cart for price" or similar language, so long as no price is listed.
 5. This MAP Policy also applies to any activity which THP determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy, such as solicitations for "group purchases" and the like.
 6. It will not be a violation of this MAP Policy to advertise in general that the reseller has "the lowest prices" or will match or beat its competitors' prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP Policy.
 7. THP may from time to time engage in cooperative promotions, including without limitation brick and mortar promotions with corresponding on-line sales, and other short-term promotions with respect to certain products and retailers. In such events, such offerings will be communicated with start and end dates, and not be deemed to violate this MAP Policy.
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MAP Policy Enforcement

1. If a reseller with multiple store locations violates this MAP Policy at any one store location, or on any associated website, then THP will consider this to be a violation by the reseller.
2. MAP Policy Violations:
 - **First violation:** The reseller will receive a written violation notice requesting the advertised price be brought in line with THPs MAP Policy within 24 Hours.
 - **Second violation:** Upon notification of a second violation, THP will not fulfill any orders, of any Honey Pot products, placed by the reseller until the advertised price is brought in line with THP MAP Policy.
3. It is THPs right to do business with whomever we choose, and we will exercise that right where we believe that the future of our brand is being compromised.
 - In the event of additional or egregious violations, THP may unilaterally terminate the retailer. Such actions will be taken solely by THP, without any prior discussion or consultation with either the retailer in question or any other retailer.
4. Any waivers to this MAP Policy may only be granted in THP's sole discretion in writing. THP sales, marketing, or other personnel are not authorized to modify or grant exceptions to the MAP Policy. In the event that THP authorizes a waiver to the MAP Policy, Resellers must strictly adhere to the terms of the waiver letter. Deviation from the terms of a waiver letter is a violation of the MAP Policy.
5. THP monitors the advertised prices of Resellers, either directly or via the use of third-party agencies or tools. Resellers are expected to provide reasonable cooperation in any THP investigations regarding possible MAP Policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with a THP MAP Policy investigation is a violation of this MAP Policy.
6. THP may periodically discontinue products or engage in promotions with respect to certain items. In such events, THP may, at its sole discretion, modify or suspend the MAP with respect to the affected products by timely notifying all Resellers of such change.
7. The MAP Policy will be enforced by THP in its sole discretion and without notice. Resellers have no right to enforce the MAP Policy. Violations of this policy may result in sanctions up to and including termination of our business relationship.



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Schedule A : MAP Products

The Honey Pot Minimum Advertised Price (MAP) List

Effective January 1, 2026

Item Name	Count	Outer Case GTIN	Inner Pack GTIN	Selling Unit UPC ↓	MAP Price
Honey Pot Intimate Wash - Sensitive Refill	10.5 fl oz	30-810132-23000-5	20-810132-23000-8	8-10132-23000-4	\$14.88
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Long Liners	30 Count	30-810132-23004-3	20-810132-23004-6	8-10132-23004-2	\$7.88
Honey Pot Soothing Witch Hazel Hemorrhoidal Wipes	20 count	30-810132-23005-0	20-810132-23005-3	8-10132-23005-9	\$9.88
Honey Pot 100% Organic Cotton Cover Calming Herbal Infusion Long Liners	30 Count	30-810132-23043-2	20-810132-23043-5	8-10132-23043-1	\$7.88
Honey Pot 100% Organic Cotton Cover Calming Herbal Infusion Regular Pads	20 Count	30-810132-23044-9	20-810132-23044-2	8-10132-23044-8	\$8.88
Honey Pot 100% Organic Cotton Cover Calming Herbal Infusion Super Pads	16 Count	30-810132-23045-6	20-810132-23045-9	8-10132-23045-5	\$8.88
Honey Pot 100% Organic Cotton Cover Calming Herbal Infusion Overnight Pads	12 Count	30-810132-23046-3	20-810132-23046-6	8-10132-23046-2	\$8.88
Honey Pot Organic Agave Moisturizing Lubricant	2 fl oz	30-850021-58900-5	20-850021-58900-8	8-50021-58900-4	\$12.88
Honey Pot Organic Strawberry Moisturizing Lubricant	2 fl oz	30-850021-58901-2	20-850021-58901-5	8-50021-58901-1	\$12.88
Honey Pot Intimate Wash - Sensitive with Rosewater	5.51 fl oz	30-850021-58932-6	20-850021-58932-9	8-50021-58932-5	\$9.88
Honey Pot Intimate Wipes - Sensitive with Rosewater	30 count	50-850021-58933-7	40-850021-58933-0	8-50021-58933-2	\$9.88
Honey Pot Anti -Itch Soothing Oatmeal Wash	6 fl oz	30-850021-58935-7	20-850021-58935-0	8-50021-58935-6	\$12.88
Honey Pot Anti-Itch Soothing Wipes - 1% Pramoxine Hydrochloride	30 count	50-850021-58936-8	40-850021-58936-1	8-50021-58936-3	\$12.88
Honey Pot Anti-Itch Soothing Spray	2.7 fl oz	30-850021-58937-1	20-850021-58937-4	8-50021-58937-0	\$11.88
Honey Pot Intimate Wash - Sensitive	5.51 fl oz	30-850021-58941-8	20-850021-58941-1	8-50021-58941-7	\$9.88
Honey Pot Intimate Wash - Normal	5.51 fl oz	30-850021-58943-2	20-850021-58943-5	8-50021-58943-1	\$9.88
Honey Pot Soothing Witch Hazel Wash	5.51 fl oz	30-850021-58947-0	20-850021-58947-3	8-50021-58947-9	\$9.88
Honey Pot Intimate Wash - Sensitive with Cucumber Aloe	5.51 fl oz	30-850021-58949-4	20-850021-58949-7	8-50021-58949-3	\$9.88
Honey Pot Intimate Wipes - Sensitive BASKET FIXTURE	30 count			8-50021-58991-2	\$9.88
Honey Pot Intimate Wipes - Normal	30 count	50-851669-00806-8	40-851669-00806-1	8-51669-00806-3	\$9.88
Honey Pot Intimate Wipes - Sensitive	30 count	50-851669-00807-5	40-851669-00807-8	8-51669-00807-0	\$9.88
Honey Pot Intimate Wipes - Sensitive Travel	15 count	30-851669-00831-6	20-851669-00831-9	8-51669-00831-5	\$5.88
Honey Pot 100% Organic Cotton Core Regular Tampons	18 count	30-851669-00851-4	10-851669-00851-0	8-51669-00851-3	\$7.88
Honey Pot 100% Organic Cotton Core Super Tampons	18 count	30-851669-00852-1	10-851669-00852-7	8-51669-00852-0	\$7.88
Honey Pot Boric Acid & Herbs Suppositories	14 count	20-851669-00858-6	10-851669-00858-9	8-51669-00858-2	\$18.88
Honey Pot 100% Organic Cotton Core Duo-Pack Tampons	18 count	30-851669-00862-0	10-851669-00862-6	8-51669-00862-9	\$7.88
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Regular Pads	20 Count	30-851669-00872-9	20-851669-00872-2	8-51669-00872-8	\$8.88
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Regular Liners	30 Count	30-851669-00873-6	20-851669-00873-9	8-51669-00873-5	\$7.88
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Super Pads	16 Count	30-851669-00874-3	20-851669-00874-6	8-51669-00874-2	\$8.88
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Overnight Pads	12 Count	30-851669-00875-0	20-851669-00875-3	8-51669-00875-9	\$8.88
Honey Pot 100% Organic Cotton Comfort Cover Regular Pads	20 Count	30-851669-00876-7	20-851669-00876-0	8-51669-00876-6	\$7.88
Honey Pot 100% Organic Cotton Comfort Cover Super Pads	16 Count	30-851669-00877-4	20-851669-00877-7	8-51669-00877-3	\$7.88
Honey Pot 100% Organic Cotton Comfort Cover Overnight Pads	12 Count	30-851669-00878-1	20-851669-00878-4	8-51669-00878-0	\$7.88
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Incontinence Liners	20 Count	30-851669-00879-8	20-851669-00879-1	8-51669-00879-7	\$8.38
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Incontinence Daytime	16 Count	30-851669-00880-4	20-851669-00880-7	8-51669-00880-3	\$9.38
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Incontinence Overnight	16 Count	30-851669-00881-1	20-851669-00881-4	8-51669-00881-0	\$11.38
Honey Pot 100% Organic Cotton Comfort Cover Incontinence Liners	20 Count	30-851669-00882-8	20-851669-00882-1	8-51669-00882-7	\$7.88
Honey Pot 100% Organic Cotton Comfort Cover Incontinence Daytime	16 Count	30-851669-00883-5	20-851669-00883-8	8-51669-00883-4	\$8.88
Honey Pot 100% Organic Cotton Comfort Cover Incontinence Overnight	16 Count	30-851669-00884-2	20-851669-00884-5	8-51669-00884-1	\$10.88
Honey Pot 100% Organic Cotton Comfort Cover Regular Liners	30 Count	30-851669-00885-9	20-851669-00885-2	8-51669-00885-8	\$7.88
Honey Pot Intimate Wipes - Sensitive with Cucumber Aloe	30 count	50-851669-00887-7	40-851669-00887-0	8-51669-00887-2	\$9.88
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Postpartum Pads	12 Count	30-851669-00899-6	20-851669-00899-9	8-51669-00899-5	\$8.88
Honey Pot Intimate Wipes - Prebiotic	30 count	30-810132-23001-2	20-810132-23001-5	8-10132-23001-1	\$11.88
Honey Pot 100% Organic Cotton Comfort Cover Heavy Flow Overnight Pads	16 Count	30-850021-58902-9	20-850021-58902-2	8-50021-58902-8	\$10.88
Honey Pot Coconut Shea Hydrating Body Cleanser	15 fl oz	30-850021-58938-8	20-850021-58938-1	8-50021-58938-7	\$9.88
Honey Pot Lavender Chamomile Hydrating Body Cleanser	15 fl oz	30-850021-58972-2	20-850021-58972-5	8-50021-58972-1	\$9.88
Honey Pot Grapefruit Ylang Ylang Hydrating Body Cleanser	15 fl oz	30-850021-58997-5	20-850021-58997-8	8-50021-58997-4	\$9.88
Honey Pot Intimate Wash - Prebiotic	5.51 fl oz	30-851669-00827-9	20-851669-00827-2	8-51669-00827-8	\$11.88
Honey Pot 100% Organic Cotton Comfort Cover Heavy Flow Daytime Pads	16 Count	30-851669-00853-8	20-851669-00853-1	8-51669-00853-7	\$8.88
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Heavy Flow Daytime Pads	16 Count	30-851669-00854-5	20-851669-00854-8	8-51669-00854-4	\$9.38
Honey Pot 100% Organic Cotton Comfort Cover Heavy Flow Liners	20 Count	30-851669-00859-0	20-851669-00859-3	8-51669-00859-9	\$7.88
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Heavy Flow Overnight Pads	16 Count	30-851669-00860-6	20-851669-00860-9	8-51669-00860-5	\$11.38
Honey Pot 100% Organic Cotton Cover Cooling Herbal Infusion Heavy Flow Liners	20 Count	30-851669-00863-7	20-851669-00863-0	8-51669-00863-6	\$8.38