



REVIVA LABS

ONLINE MINIMUM ADVERTISED PRICE AND RETAILER POLICIES

Reviva Labs, Inc. ("Manufacturer") is hereby adopting the following Minimum Advertised Price Policy (the "MAP Policy") designed to protect the long term strength and integrity of its brand, and retailers' investment in Manufacturer and its products ("Products"), by helping retailers engage in advertising that best conveys to customers the value of Manufacturer's Products.

The MAP Policy applies to all retailers, resellers, and distributors of Manufacturer's Products ("Retailers") to maintain an advertised pricing structure. The MAP Policy applies to advertised prices, not the prices at which Products are actually sold, and each Retailer is free to set its actual resale price for any Product independently. The MAP Policy takes effect on retailers, and retailers must be in compliance no later than June 10, 2017. The Minimum Advertised Prices for Products are 25% off of MSRP:

MINIMUM ADVERTISED PRICE (MAP)

		UPC		
DESCRIPTION	WGT.	0 87992-	MSRP	MAP
Brightening Facial Cleanser	4 fl. oz.	11391 8	\$10.45	\$7.84
Cleansing Milk	4 fl. oz.	11111 2	\$10.45	\$7.84
Soothing Skin Tonic	4 fl. oz.	11112 9	\$10.45	\$7.84
Mild Exfoliating Honey & Almond Scrub	1.5 oz.	11113 6	\$8.80	\$6.60
Light Skin Peel Mild Exfoliant	1.5 oz.	11115 0	\$24.20	\$18.15
Light Skin Peel Trial 12-Pk., trial size 12-pk., .25 oz. ea.	3 oz.	11314 7	\$66.00	\$49.50
Pomagranate Lactic Acid Exfoliant	2 oz.	11972 9	\$20.90	\$15.68
Microdermabrasion Pomagranate Scrub	2 oz.	11943 9	\$20.90	\$15.68
Gentle Soothing Cleansing Gel	4 fl. oz.	11163 1	\$8.80	\$6.60
Elastin & Collagen Skin Toner	4 fl. oz.	11147 1	\$7.70	\$5.78
Glycolic Acid Toner	4 fl. oz.	11241 6	\$13.20	\$9.90
Glycolic Acid Cleanser	4 fl. oz.	11245 4	\$13.20	\$9.90
Antioxidant Skin Smoothing Advanced Day Crème	2 oz.	11386 4	\$25.30	\$18.98
Makeup Primer	1 fl. oz.	11963 7	\$21.50	\$16.13
Purifying Antioxidant Serum with Emblica & More	1 fl. oz.	12079 4	\$35.20	\$26.40
Glycolic Acid Oily Skin Light Day Moisturizer	1.5 oz.	11278 2	\$20.90	\$15.68
Eye Gelee Concentrate, trial size 12-pk., .25 oz. ea.	3 oz.	11116 7	\$42.90	\$32.18
Eye Gelee Concentrate	1 oz.	11110 5	\$12.10	\$9.08
Vitamin E Oil Stick 12-pk.	1.5 oz.	11319 2	\$52.80	\$39.60
Vitamin E Oil Stick 24 pk.	3 oz.	11260 7	\$105.60	\$79.20
Eye Complex Firming Cream	1 fl. oz.	11204 1	\$14.30	\$10.73
NEW! Dual Source Vitamin C Serum	1 fl. oz.	12087 9	\$24.95	\$18.71

Ultra Rich Ultra Light Daytime Moisturizer w/Vitamin C	1.5 oz.	11119 8	\$12.10	\$9.08
Spider Vein Day Crème with Vitamin P	1.5 oz.	11368 0	\$20.90	\$15.68
Varicose Spider Vein Lotion	8 oz.	11372 7	\$25.30	\$18.98
InterCell Hyaluronic Day Cream	1.5 oz.	11121 1	\$15.40	\$11.55
UV Defense Sun Protective Moisturizer	1.5 oz.	11104 4	\$14.30	\$10.73
DMAE Concentrate	1 fl. oz.	11385 7	\$20.90	\$15.68
Multi-Peptide Complex	2 oz.	11408 3	\$53.90	\$40.43
Under Eye Dark Circle Serum	1 fl. oz.	11596 7	\$31.90	\$23.93
Collagen Revitalizing Crème	2 oz.	11952 1	\$38.50	\$28.88
Nourishing Crème	1.5 oz.	11979 8	\$27.50	\$20.63
Collagen Serum	1 fl. oz.	11981 1	\$27.50	\$20.63
Swiss Apple Stem Cell Serum	1 fl. oz.	11995 8	\$33.00	\$24.75
Vitamin K Crème	1.5 oz.	11257 7	\$20.90	\$15.68
NEW! Advance Peptided Plus	1 fl. oz.	12086 2	\$39.95	\$29.96
NEW! Peptide Facial Skin Prep	1 fl. oz.	12085 5	\$29.95	\$22.46
Throat & Eye Crème with Phytostimuline	1.5 oz.	11151 8	\$14.30	\$10.73
Collagen ight Crème	1.5 oz.	11126 6	\$15.40	\$11.55
Alpha Lipoic Acid, Vitamin C Ester, DMAE Creme	2 oz.	11377 2	\$25.30	\$18.98
Firming Eye Serum with DMAE, Alpha Lipoic Acid & Vitamin C Ester	1 fl. oz.	11382 6	\$20.90	\$15.68
Hyaluronic Acid Serum	1 fl. oz.	11392 5	\$24.20	\$18.15
Stretch Marks Prevention Lotion	8 fl. oz.	11374 1	\$13.20	\$9.90
5% Glycolic Acid Crème	1.5 oz.	11234 8	\$27.50	\$20.63
Glycolic 5% Day/Night Crm. 12-pk trials, .25 oz. ea.	3 oz.	11250 8	\$59.40	\$44.55
10% Glycolic Acid Crème	1.5 oz.	11287 4	\$31.90	\$23.93
Elastin & DMAE Night Crème	1.5 oz.	11127 3	\$15.40	\$11.55
Elastin & Collagen Body Firming Lotion	8 fl. oz.	11152 5	\$12.10	\$9.08
InterCell Hyaluronic Acid Night Gel	1.25 oz.	11130 3	\$15.40	\$11.55
Problem Skin Mask	1.5 oz.	11156 3	\$16.50	\$12.38
Green Papaya Oxygenating Radiance Mask	1.5 oz.	11305 5	\$13.20	\$9.90
Seaweed Soap	4.5 oz.	11132 7	\$5.23	\$3.92
Rosewater Facial Spray	8 fl. oz.	11166 2	\$11.00	\$8.25
Brown Spot Brightening Night Crème	1.5 oz.	11159 4	\$13.20	\$9.90
Skin Brightening Day Crème	1.5 oz.	11205 8	\$14.30	\$10.73
Brown Spot Night Gel with Glycolic Acid	1 1/4 oz.	11271 3	\$14.30	\$10.73
Brown Spot Night Crème with Kojic Acid	1 oz.	11586 8	\$13.20	\$9.90
Daytime Skin Brightener Fade Crème with Kojic Acid	1.5 oz.	11587 5	\$14.30	\$10.73
Collagen Fiber Eye Pads with Myoxinol	3 pair	11950 7	\$23.10	\$17.33
Collagen Fiber Skin Brightener Pads	1 pair	11988 0	\$14.30	\$10.73
Dark Spot Brightening Serum	1 fl. oz.	12010 7	\$20.90	\$15.68
Liquid Mascara - Black	0.25 oz.	11101 3	\$8.80	\$6.60
Liquid Mascara - Brown	0.25 oz.	11102 0	\$8.80	\$6.60

NEW! High Performance Kit - .5 oz. #233 & #314 + 1 oz. #313	1.5 oz.	TBA	\$57.29	\$42.97
DMAE Concentrate Display, 5 pc + tester	1 display	11388 8	\$104.50	\$78.38
Hyaluronic Acid Serum Display, 5 pcs. + tester	1 display	11406 9	\$121.00	\$90.75
Firming Eye Serum w/DMAE, ALA & Vit. C Ester, 5 pcs. + tester	1 display	11938 5	\$104.50	\$78.38
Under Eye Dark Circle Serum Display, 5 pcs. + tester	1 display	11596 7	\$159.50	\$119.63
Makeup Primer Display, 5 pcs. + tester	1 display	11971 2	\$107.25	\$80.44

A.

The MAP Policy shall apply to all Retailers, and any Drop Shippers or Third-Party Fulfillment Centers used by Retailers approved by Manufacturer. The minimum advertised prices for all Manufacturer Products ("Minimum Advertised Price") shall be listed on each Manufacturer Price List. Minimum Advertised Prices may be adjusted by Manufacturer from time to time, at its sole discretion.

B.

The MAP Policy applies to all advertisements of Manufacturer Products over the Internet or similar electronic media including websites, email newsletters, and email solicitations, and in any and all other media, including, but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio and public signage. No such advertisement will represent or imply that any Product may be sold by a Retailer, Sub Distributor or Fulfillment Center for less than the full Minimum Advertised Prices.

C.

"Bundling" or including a free or discounted product (whether made by Manufacturer or another manufacturer) with a Manufacturer Product would violate this MAP Policy and is not permitted.

D.

For multipack offers the Minimum Advertised Price of the multipack is the quantity of SKU(s) in the multipack multiplied by the respective Minimum Advertised Price of the SKU(s) that comprise said multipack.

E.

Any strike-through or other alteration of the Minimum Advertised Price is prohibited.

F.

The MAP Policy does not establish maximum advertised prices. All Retailers may offer Manufacturer Products at any price in excess of the Minimum Advertised Price. Internet auctions may not display or have reserved bid, "buy it now" or other acceptable prices below the Minimum Advertised Price.

G.

The MAP Policy does not in any way limit the ability of any Retailer to advertise that "they have the lowest prices" or, they "will meet or beat any competitor's price," that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for Products is not less than Minimum Advertised Price.

H.

From time to time, Manufacturer may permit Retailers to advertise one or more of the Manufacturer Products covered by this MAP Policy at prices lower than the MAP for a specified period. In such case, Manufacturer will notify its resellers in advance of the details of the limited suspension or modification of this MAP Policy.

I.

Including in any advertising for a Product covered by this MAP Policy a gift card, coupon or any other type of discount that would effectively immediately reduce the advertised price of the Manufacturer Product below the Minimum Advertised Price then in effect for such Product will constitute a violation of this MAP Policy. Advertising that includes a gift card, coupon or any other type of discount on future purchases (regarding of whether or not for Products) shall be evaluated under the same guidelines as describes in Section C regarding Bundling.

J.

A Retailer with multiple store locations that violates this MAP Policy at any particular store location will be considered to have violated this MAP Policy at all its store locations.

K.

Manufacturer's sales representatives are not permitted to make any agreement with any Retailer with respect to the advertising or pricing of Manufacturer Products, including without limitation, modifications to this MAP Policy.

L.

In the case of a violation of the MAP Policy or a violation of the Conditions For Use of Drop Shippers and Third-party Fulfillment Centers the following actions will be taken by Manufacturer against the Retailer:

1st Violation: Send warning. Request to abide by MAPs within 24 hours. No hard action taken.

2nd Violation: Send warning. Request to abide by MAPs within 24 hours. Remove purchasing privileges until prices are adjusted.

3rd Violation: Send warning. Request to abide by MAPs within 24 hours. Remove purchasing privileges for 30 days.

4th Violation: Send warning. Remove purchasing abilities permanently. Internet Retailer has 48 hours to remove all listings of Product within all of their online catalogs. Failure to remove such listings will result in Reviva Labs, Inc taking legal recourse to resolve the matter.

M.

In exchange for compliance with the policies outlined herein, Manufacturer will offer the following to Retailers:

- a. Authorization for use of Manufacturer' trademarks, images and copy, in compliance with the trademark and brand policies of Manufacturer;
- b. Authorization for use of Manufacturer' trademarks on Internet Search Engines (ie. Google, Amazon, eBay, Walmart, Yahoo!, Bing) (please send your company ID to imap@revivalabs.com)

N.

Retailer agrees to comply with all requirements applicable to sales of Products now in force, or which may hereafter be in force, of all municipal, county, state and federal authorities. Without limiting the foregoing, Internet Retailer shall file sales and use tax returns in all jurisdictions where such filing is required and shall timely pay any taxes due.

