

WISE CONSUMER PRODUCTS CO

Updated March 2021

Frankincense & Myrrh

To whom it may concern:

Wise Consumer Products Co, the manufacturer of the Frankincense & Myrrh brand, wishes to thank all of our distributors, retailers and e-retailers for their loyal patronage.

Under rules set by the Supreme Court in June 2007, manufacturers have more latitude to set minimum retail pricing to protect the integrity of its brand. Due to this ruling and combined with our need to give the highest level of service and education to our customers we are enacting a new pricing policy as of March 1, 2016.

Wise Consumer Products Co. products will be restricted from being discounted by more than 28% off our suggested retail by pricing by retailers and e-commerce retailers. We will continue to offer discount programs through our distributors and to our direct accounts that may allow for higher margins by said retailers and e-commerce retailers but we are not allowing that discount to be published/advertised beyond the 28% off suggested retail. Thus our minimum advertised price (MAP) can not be more than 28% off any suggested retail price. Any retailer or e-commerce retailer that is non-compliant will not be allowed to purchase the Frankincense & Myrrh brand.

When Wise Consumer Products Co becomes aware of a MAP pricing issue, they will contact the retailer or e-retailer and send a copy of this policy. If the pricing is not resolved, Wise Consumer Products Co will advise our distributors to cease and desist from selling products to the account in question.

Thank you for your cooperation, we look forward to working with all our distributors and retailers in bringing our products to the consumer at a fair and equitable retail price.

Sincerely,

Wise Consumer Products Co 513 484 6530