



## BEZWECKEN

### 2019 MAP POLICY LETTER TO PRACTITIONER

Dear Practitioner,

Bezwecken is updating our Minimum Advertised Price policy (“MAP Policy”), which will take effect as of **January 2, 2019** and applies to all of our valued practitioners, including those operating websites, on-line clinics and/or pharmacies. We understand that our practitioners provide professional services through a myriad of channels including traditional in-person clinic visits, practitioner-related online storefronts, video-call platforms (skype, facetime, etc.) and online dispensaries . The new MAP Policy is being implemented to better protect all practitioners and their dispensaries and to ensure that prices advertised on-line must all be of equal value.

If you currently have Bezwecken products available on-line and do not meet the attached guidelines, please make changes necessary to comply immediately. Bezwecken maintains the right to terminate sales to clients who do not comply with our policies. **Bezwecken requires all existing and future clients to read, complete and sign the attached policy before future orders can be placed.**

For almost 30 years, Bezwecken has prided itself on providing practitioners with a diverse portfolio of high-quality natural products to support the health and wellness of their clientele. We want to thank you for your continued interest in and support of Bezwecken. We are a small family-owned business that continues to operate all manufacturing, packaging and shipping operations in-house. We take great pride in our small batch dietary supplements and cosmetics, extensive third-party testing, quality assurance program and on-site customer service department. We continue to strive to be a brand partner that you can trust in an ever-changing professional landscape.

We consider you part of our Bezwecken family and we look forward to our continued partnership. Should you have any questions regarding our 2019 MAP Policy terms and conditions, please email Jennifer Iversen, Executive Vice President, directly at [jennifer@bezwecken.com](mailto:jennifer@bezwecken.com) .

Sincerely,

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