



SERVING PRACTITIONERS & PATIENTS SINCE 1990 | [www.mhpvitamins.com](http://www.mhpvitamins.com)

## Minimum Advertised Price (MAP) Policy

Dear Practitioner,

We believe that professional grade natural health products are best used under the supervision of a licensed practitioner. As a result, we discourage practitioners from selling to consumers/patients directly without proper consultation.

Due to our multi-decade commitment to helping customers build sustainable and valuable practices, we focus on helping our manufactures enforce their MAP policies. It does our industry harm if professional grade products are being sold discounted online without the requisite consultation. Licensed practioners invest a great deal of time and money to gain their expertise, and our products need to remain in their purview with ample margin to sustain their practices, product development and research. We will not undermine our practitioners by helping resellers who are taking patients/income through non-compliant discounted online stores.

As a result, our Minimum Advertised Price (MAP) policy is actively enforced. Our products have serial tracking systems and we have the capability of tracking where our products are being traded and shipped. Your adherence to this policy is enforced under our *Terms of Service*, and violations will result in a purchasing ban.

In order to proactively help our practitioners grow their practices, we have built a web-enabled system that allows practitioners to ship directly through us to their consulted patients on favorable terms. Please contact us for guidance on how to build a great supplement business within your practice. We have seen many models that work over the past 27 years, and are happy to help you pick one that works specifically for you. Email us at [info@mhpvitamins.com](mailto:info@mhpvitamins.com) to set up a practioner business consultation today.

Thank you for your mindfulness – **we are 100% committed to helping your industry endure and thrive.**

Best,

A handwritten signature in black ink that reads 'Sharon Lynn' in a cursive script.

Sharon Lynn

President

Mountain States Health Products Inc. est. 1990.

[info@mhpvitamins.com](mailto:info@mhpvitamins.com) | [www.mhpvitamins.com](http://www.mhpvitamins.com) | (800) 647-0074