

Online Re-sellers' Minimum Advertised Price (MAP) Policy



As an industry leading manufacturer and supplier of superior skin care products, Skin MD Natural Shielding Lotion. ("SMDN") strives to provide outstanding customer service and an excellent customer experience through a superb network of over 18,000 retailer's worldwide.

SMDN's outstanding online-retailers make substantial commitments of time and investments of resources to deliver exemplary service through well trained and knowledgeable staff, detailed and informative listings and other sales collateral. To support its online-retailers' efforts and to assure the high level of customer service SMDN strives to deliver, SMDN has unilaterally adopted a MINIMUM ADVERTISED PRICE POLICY ("MAP Policy") for our online retailers. SMDN has

adopted this MAP Policy because online-retailers advertising practices that promote SMDN products solely on the basis of price, and not product quality, service, and other factors, could be detrimental to Resellers' service and support efforts, and also SMDN's position as a leading skincare brand. Such actions may be harmful to SMDN's brand, reputation, and competitiveness, and could allow some online Retailers to unfairly take advantage of the marketing, service, or support investment of others. SMDN believes that these practices are unfair and harmful to SMDN, and its brand, and therefore strongly discourages this conduct.

SMDN, in its unilateral discretion, will not do business with any Reseller, as to the products covered by this MAP Policy, if that Reseller intentionally advertises any MAP Product below its MAP price.

Product name	UPC	Barcode
Skin MD Natural Shielding Lotion – 8 fl oz (240 ml)	851235001085	 8 51235 00108 5
Skin MD Natural Shielding Lotion +SPF15 – 8 fl oz (240 ml)	851235002082	 8 51235 00208 2
Skin MD Natural Shielding Lotion – 4 fl oz (117 ml)	851235001016	 8 51235 00101 6
Skin MD Natural Shielding Lotion +SPF15 – 4 fl oz (117 ml)	851235002013	 8 51235 00201 3
Skin MD Natural Shielding Lotion – Gallon (120 oz)	851235001283	 8 51235 00128 3
Skin MD Natural Shielding Lotion +SPF15 – Gallon (120 oz)	851235002280	 8 51235 00228 0

PKG
QTY

Name

NEW
MAP
PRICE

ASIN



1

Skin MD Natural Shielding Lotion for Face,
Body & Hands 8oz

\$24.95

B005MZMET8



2

Skin MD Natural Shielding Lotion for Face,
Body & Hands 2 PACK-8oz

\$37.95

B00C2K3YR2



2

Skin MD Natural Shielding Lotion for Face,
Body & Hands 2 PACK-8oz w/ PUMP

\$47.95

B00C2K3YR2



2

Skin MD Natural Shielding Lotion for Face,
Body & Hands 8oz + 8oz SPF 15 Combo

\$49.95

B015TWIHYO



2

Skin MD Natural Shielding Lotion for Face,
Body & Hands 8oz + 4oz Bundle

\$39.95

B015TWDT7O



1

Skin MD Natural Shielding Lotion for Face,
Body & Hands 4oz

\$16.95

B000KPSSJK



2

Skin MD Natural Shielding Lotion for Face,
Body & Hands 4oz 2 PACK

\$27.95



1

Skin MD Natural Shielding Lotion + SPF 15 for
Face, Body & Hands 4oz

\$19.95

B0027SXG9K



2

Skin MD Natural Shielding Lotion + SPF 15 for
Face, Body & Hands 4oz 2 PACK

\$29.95



3

Skin MD Natural Shielding Lotion for Face,
Body & Hands 3 PACK-8oz w/ PUMP

\$69.95

B00JG0R1B6



12

Skin MD Natural Shielding Lotion for Face,
Body & Hands 12 PACK-8oz

\$275.00

B0175BQ18G



2

Skin MD Natural Shielding Lotion for Face,
Body & Hands 4oz & 4oz + SPF15 - COMBO

\$31.95

B00P4KOWIW



3

Skin MD Natural Shielding Lotion for Face,
Body & Hands 4oz-3 Pack

\$45.95

B015TX0JLW



12

Skin MD Natural Shielding Lotion for Face,
Body & Hands 4oz - 12 Pack

\$183.00

B015TWMXD0



1

Skin MD Natural Shielding Lotion + SPF 15 for
Face, Body & Hands 8oz

\$28.95

B00FSHLBT4



12

Skin MD Natural Shielding Lotion + SPF 15 for Face, Body & Hands 12 PACK-8oz

\$295.00

B015NSAZ6W



1

Skin MD Natural Shielding Lotion for Face, Body & Hands Gallon

\$279.44

B00ITUYYS

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