



SELINA NATURALLY®
home of CELTIC SEA SALT® BRAND

Selina Naturally® Celtic Sea Salt Brand® - Minimum Advertised Pricing (MAP) Policy

Selina Naturally® Celtic Sea Salt Brand® actively supports the sales and promotion of its products by its wholesalers, ecommerce and distributors. Selina Naturally® has built a strong reputation and following among retail consumers. Selina Naturally® has determined that it shall not support advertisements or promotional materials that have the effect of diminishing or detracting from the perceived value of Selina Naturally® products.

Selina Naturally® has established a Minimum Advertised Price (MAP) on all Selina Naturally® products, including but not exclusive to all Celtic Sea Salt® branded products.

The MAP policy requires that all Internet Retailers comply with the following terms and conditions:

1. The MAP for all Selina Naturally® products shall be listed on each Selina Naturally® price sheet for wholesalers, ecommerce and distributors. MAP pricing is established by Selina Naturally® for all branded Selina Naturally® products at its sole discretion.
2. The MAP policy applies to all advertisements of branded Selina Naturally® products in any and all media, including flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio and public signage. The MAP policy is not applicable to any in-store advertising that is not distributed to any customer.
3. The inclusion in advertising of free or discounted products (whether made by Selina Naturally® or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. Selina Naturally® wholesalers, ecommerce and distributors remain free to sell these products at any prices they choose.
5. MAP does not establish maximum advertised prices. All wholesalers, ecommerce and distributors may offer Selina Naturally® products at a price in excess of the MAP established for such product.
6. Selina Naturally® MAP policy does not in any way limit the ability of a wholesaler to advertise that "they have the lowest prices" or that they will "meet or beat any competitor's price", or that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
7. From time to time, Selina Naturally® may discontinue items or engage in promotions with respect to certain products. In such events, Selina Naturally® reserves the right to modify or suspend the MAP with respect to the affected products by notifying all wholesalers, ecommerce and distributors of such a change. Selina Naturally® further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon 7 days advance written notice to the wholesalers, ecommerce and distributors, provided that such changes shall apply equally to all Selina Naturally® wholesalers, ecommerce and distributors.



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8. Intentional and/or repeated failure to abide by this policy will result in termination of reselling relationship with Selina Naturally®. Selina Naturally® does not intend to do business with wholesalers, ecommerce or distributors who degrade the image of Selina Naturally® and its products. The action steps will be as follows:
 1. The violator will be notified and given five (5) business days to correct pricing.
 2. If violating customer does not make appropriate changes to price, Selina Naturally® or our Distributor will be encouraged to withhold the customer's entire order until violator is in adherence with policy.
 3. If further issues arise with violator, (changes prices again, violates on same SKU or different SKU), Selina Naturally® and our Distributor partner reserves the right to revoke all sales to customer.
 4. Ecommerce, when purchasing Celtic Sea Salt® products from Selina Naturally® or our Distributor partners, you should not sell or advertise 25% below the MSRP.

9. The terms of this MAP policy are confidential and should not be disclosed to other parties. This MAP policy has been established by Selina Naturally® to help ensure the legacy of Selina Naturally Celtic Sea Salt Brand® as a top producer of high quality natural product and to protect the reputation of its name and products. The MAP policy is also designed to ensure wholesalers, ecommerce and distributors have the incentive to invest resources into services for Selina Naturally® customers.

Selina Naturally® will not sell to any customers who have an on-line storefront without a signed copy of the updated MAP policy on file.

Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

Agreed to by:

COMPANY NAME			
FIRST NAME		LAST NAME	
SIGNATURE		DATE	
STREET ADDRESS			APT. NO
CITY	STATE	ZIP	COUNTRY
CUSTOMER NUMBER		PHONE	
E-MAIL			
WEBSITE(S) URL			



Celtic Sea Salt® Brand Products

MAP Policy Pricing 2016

Item Code	Product	Case Size	Retail Unit MSRP
CELTIC SEA SALT® LIGHT GREY (coarse salt)			
S-GREY-1/4-6C	¼ lb resealable Bags	6	\$2.39
S-GREY-1/2-6C	½ lb resealable Bags	6	\$3.39
S-GREY-1-6C	1 lb resealable Bags	6	\$6.09
S-GREY-5-6C	5 lb Bags	6	\$27.29
S-GREY-22	22 lb Bulk Bag*	1	\$103.18
S-GREY-55	55 lb Bulk Bag*	1	\$231.00
S-SJ-010-6C	8 oz Plastic Shakers	6	\$6.59
S-SG-GREY-6C	1.8 oz Mini Grinders	6	\$6.09
S-SG-LGGREY-6C	3 oz Large Grinders	6	\$8.39
CELTIC SEA SALT® FINE GROUND			
S-FINE-1/4-6C	¼ lb resealable Bags	6	\$3.49
S-FINE-1/2-6C	½ lb resealable Bags	6	\$6.89
S-FINE-1-6C	1 lb resealable Bags	6	\$13.29
S-FINE-5-6C	5 lb Bags	6	\$59.79
S-FINE-22	22 lb bulk Bag*	1	\$226.29
S-FINE-55	55 lb bulk Bag*	1	\$507.03
S-SJ-020-6C	8 oz. Shakers	6	\$10.79
CELTIC SEA SALT® FLOWER OF THE OCEAN® (FLEUR DE SEL)			
S-FLOW-1/4-6C	¼ lb resealable Bags	6	\$8.39
S-FLOW-1/2-6C	½ lb resealable Bags	6	\$17.09
S-FLOW-1-6C	1 lb resealable Bags	6	\$33.49
S-FLOW-5	5 lb Bag	1	\$156.39
S-FLOW-11	11 lb Bulk Bag*	1	\$286.99
S-GS-FLOW-6C	3 oz. Shakers	6	\$9.69
S-SJ-030-6C	8 oz. Shakers	6	\$20.59
CELTIC SEA SALT® MAKAI PURE® DEEP SEA SALT®			
S-MK-1/2-6C	½ lb resealable Bags	6	\$13.49
S-MK-5	5 lb Bags	1	\$127.76
S-SG-SMMK-6C	2.1 oz. Mini Grinders	6	\$8.09
S-SG-MK-6C	3.1 oz. Large Grinders	6	\$11.79
CELTIC SEA SALT® SALT / PEPPER COMBINATIONS			
S-SG-MIXED-6C	Mini Salt & Peppercorn Grinder Sets	6 sets	\$10.89
S-SG-PEPSALT-6C	2.7 oz. Pepper Salt (All in One) Grinders	6	\$7.19
"TO-GO" PACKETS - FINE GROUND & ORGANIC PEPPER			
S-SALT-S	Fine Ground paper To-Go Packets	50 units	\$10.18
H-PEPPER-S	Pepper (ground) paper To-Go Packets**	50 units	\$10.18
S-SALTPEP-S	Salt & Pepper paper To-Go Packet Sets**	50 units	\$17.77
S-SALT-2K	Fine Ground paper To-Go Packets	2k units	\$406.61
H-PEPPER-2K	Pepper (ground) paper To-Go Packets**	2k units	\$406.61
CELTIC SEA SALT® BRAND ORGANIC SEASONED SALT BLENDS			
S-SS-300-6C	2 oz. Bouquet™ Herbes de Provence shakers**	6	\$6.49
S-SS-400-6C	2.4 oz. Garlic Salt shaker**	6	\$6.49
S-SS-500-6C	3.0 oz. Smoked Salt grinders**	6	\$9.49
S-SS-600-6C	3.7 oz. Celery Salt shakers**	6	\$9.49
S-SS-700-6C	3.5 oz. Rosemary Salt glass shakers**	6	\$9.49
S-CVEG-6C	2.7 oz. Seaweed Seasoning glass shakers**	6	\$9.49
CELTIC SEA SALT® TOASTED SESAME SALT GRINDERS			
GM-100-6C	2 oz. Toasted Sesame Salt Grinders - Original**	6	\$5.79
GM-200-6C	2 oz. Toasted Sesame Salt Grinders - Flax**	6	\$5.79
GM-300-6C	2 oz. Toasted Sesame Salt Grinders- Garlic**	6	\$5.79



Celtic Sea Salt® Brand Products

MAP Policy Pricing 2016

Item Code	Product	Case Size	Retail Unit MSRP
CELTIC SEA SALT® PINK SALT			
S-SG-PINK-6C	4 oz Glass Grinders	6	\$6.29
S-SJ-PINK-6C	10 oz Plastic Shakers	6	\$8.39
S-PINK-1-6C	1 lb Resealable Bags	6	\$5.79
S-PINK-5-6C	5 lb Bulk Bag	6	\$24.89
CELTIC SEA SALT® ACCESSORIES ***			
SG-100-WH-C	Kyocera™ Ceramic Glass Grinders- White	6	\$30.04
SG-100-BK-C	Kyocera™ Ceramic Glass Grinders- Black	6	\$30.04
SB-TWIST-6C	Wooden Twist Top Pocket Salt Box (1 tbsp)	6	\$12.49
BK-S	"Salt Your Way to Health" Book - Dr.Brownstein	1	\$2.63
CELTIC SEA SALT® AGRICULTURAL / ANIMAL SALT			
S-AG-5	5 lb Bag*	1	\$14.36
S-AG-22	22 lb Bulk bag*	1	\$43.16
CELTIC SEA SALT® BATH SALTS			
S-BATH-1-6C	1 lb Bath Salt resealable Bags	6	\$3.73
S-BATH-5-6C	5 lb Bath Salt Bags	6	\$18.90
S-BATH-22	22 lb Bath Salt Bulk Bag*	1	\$61.60
S-BATH-55	55 lb Bath Salt Bulk bag*	1	\$138.60
CELTIC SEA SALT® BRAND SOAPS***			
SP-800-6C	4.5 oz Cinnamon Oatmeal bar	6	\$10.99
SP-802-6C	4.5 oz Rosemary Lemon bar	6	\$10.99
SP-804-6C	4.5 oz Peppermint bar	6	\$10.99
SP-806-6C	4.5 oz Lavender bar	6	\$10.99
SP-808-6C	4.5 oz Lemon Bay bar	6	\$10.99
SP-814-6C	4.5 oz Tangerine bar	6	\$10.99
SP-816-6C	4.5 oz Spearmint bar	6	\$10.99
RARE BODY™ HEALTH & BODY CARE			
RB-BATH-SPA-6C	Rare Body Bath Salt Spa Scent 35 oz	6	\$16.99
RB-BATH-UN-6C	Rare Body Bath Salt Unscented 35 oz	6	\$16.99
RB-BODYBUTTER-6C	Rare Body Care Body Butter 7.5 oz	6	\$19.99
RB-BODYOIL-6C	Rare Body Body Oil Unscented 7.5 oz	6	\$14.99
RB-SCRUB-SPA-6C	Rare Body Salt Scrub Spa Scent 8 oz	6	\$15.99
RB-SCRUB-UN-6C	Rare Body Salt Scrub Unscented 8 oz	6	\$15.99
RB-SWISH-6C	Swish de Coco Peppermint Oil Pulling 7.5 oz	6	\$14.99
MINERAL SUPPLEMENTS			
A-505	Aquon®Matrix Hypertonic Single Tubes	1 box of 30	\$1.89 / tube
A-505-4C	Aquon®Matrix Hypertonic single tubes - <i>MASTER CASE</i>	4 boxes (30ct. Ea.)	\$1.89 / tube
A-507	Aquon®Matrix Isotonic Single Tubes	1 box of 30	\$1.89 / tube
A-507-4C	Aquon®Matrix Isotonic single tubes - <i>MASTER CASE</i>	4 boxes (30ct. Ea.)	\$1.89 / tube
A-1800-6C	4.2 oz Celtic Sea Salt® Electrolyte Powder***	6	\$27.09
A-2000	Electrolyve™ Single Tubes	1 box of 30	\$1.59 / tube
A-2000-4C	Electrolyve™ <i>MASTER CASE</i>	4 boxes (30ct. Ea.)	\$1.59 / tube

* Must be retailed as packaged or sold in a bulk bin. Repackaging will void contract.

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** Certified Organic

*** These items do not qualify for discounts through promos or new placement deals

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