



SELINA NATURALLY®
home of the **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 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 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 and distributors remain free to sell these products at any prices they choose.
5. MAP does not establish maximum advertised prices. All wholesalers 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 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 and distributors, provided that such changes shall apply equally to all Selina Naturally® wholesalers and distributors.

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 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® will hold 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® reserves the right to revoke all sales to customer.

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 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

Prices are not to be advertised below the MAP Pricing listed

Item Code	Product	Case Size	Item UPC	Regular Retail Unit MSRP	Map Pricing to follow
CELTIC SEA SALT® LIGHT GREY (coarse salt)					
S-GREY-1/4-6C	¼ lb resealable Bags	6	7 28060 10403 1	\$2.89	\$2.31
S-GREY-1/2-6C	½ lb resealable Bags	6	7 28060 10400 0	\$3.99	\$3.19
S-GREY-1-6C	1 lb resealable Bags	6	7 28060 10008 8	\$6.99	\$5.59
S-GREY-5-6C	5 lb Bags	6	7 28060 10700 1	\$31.59	\$25.27
S-GREY-22	22 lb Bulk Bag*	1	7 28060 10701 8	\$120.39	\$96.31
S-GREY-55	55 lb Bulk Bag*	1	7 28060 10755 1	\$268.19	\$214.55
S-SJ-010-6C	8 oz Plastic Shakers	6	7 28060 10710 0	\$7.69	\$6.15
S-SG-GREY-6C	1.8 oz Mini Grinders	6	7 28060 10405 5	\$6.99	\$5.59
S-SG-LGGREY-6C	3 oz Large Grinders	6	7 28060 10408 6	\$9.79	\$7.83
CELTIC SEA SALT® FINE GROUND					
S-FINE-1/4-6C	¼ lb resealable Bags	6	7 28060 10503 8	\$3.99	\$3.19
S-FINE-1/2-6C	½ lb resealable Bags	6	7 28060 10500 7	\$8.19	\$6.55
S-FINE-1-6C	1 lb resealable Bags	6	7 28060 10011 8	\$15.49	\$12.39
S-FINE-5-6C	5 lb Bags	6	7 28060 10508 3	\$69.59	\$55.67
S-FINE-22	22 lb bulk Bag*	1	7 28060 10502 1	\$262.29	\$209.83
S-FINE-55	55 lb bulk Bag*	1	7 28060 10509 0	\$587.39	\$469.91
S-SJ-020-6C	8 oz. Shakers	6	7 28060 10720 9	\$12.69	\$10.15
CELTIC SEA SALT® GOURMET KOSHER™ (chef salt)					
S-CHEF-1-6C	1 lb resealable Bags	6	7 28060 22060 1	\$6.79	\$5.43
S-CHEF-5-6C	5 lb Bags	6	7 28060 22050 2	\$30.19	\$24.15
S-CHEF-14	14 lb. Gourmet Kosher™ Reusable Tub*	1	7 28060 22022 9	\$63.49	\$50.79
S-CHEF-22	22 lb Bulk Bag*	1	7 28060 20104 4	\$113.99	\$91.19
S-CHEF-55	55 lb. Gourmet Kosher™ Bulk Bag*	1	7 28060 22055 7	\$254.89	\$203.91
S-SJ-CHEF-6C	8 oz Plastic Shakers	6	7 28060 22032 8	\$7.29	\$5.83
CELTIC KOSHER					
S-KOSHFINE-1-6C	1 lb resealable Bags	6	7 28060 14200 2	\$11.29	\$9.03
S-KOSHCOARSE-1-6C	1 lb resealable Bags	6	7 28060 14205 7	\$5.99	\$4.79
CELTIC SEA SALT® FLOWER OF THE OCEAN® (FLEUR DE SEL)					

S-FLOW-1/4-6C	¼ lb resealable Bags	6	7 28060 10603 5	\$9.79	\$7.83
S-FLOW-1/2-6C	½ lb resealable Bags	6	7 28060 10600 4	\$19.69	\$15.75
S-FLOW-1-6C	1 lb resealable Bags	6	7 28060 10014 9	\$38.59	\$30.87
S-FLOW-5	5 lb Bag	1	7 28060 10604 2	\$195.79	\$156.63
S-FLOW-11	11 lb Bulk Bag*	1	7 28060 30601 5	\$316.69	\$253.35
S-GS-FLOW-6C	3 oz. Shakers	6	7 28060 10606 6	\$11.99	\$9.59
S-SJ-030-6C	8 oz. Shakers	6	7 28060 10730 8	\$23.89	\$19.11
CELTIC SEA SALT® MAKAI PURE® DEEP SEA SALT®					
S-MK-1/2-6C	½ lb resealable Bags	6	7 28060 90101 2	\$15.49	\$12.39
S-MK-5	5 lb Bags	1	7 28060 90103 6	\$146.69	\$117.35
S-SG-SMMK-6C	2.1 oz. Mini Grinders	6	7 28060 90105 0	\$9.49	\$7.59
S-SG-MK-6C	3.1 oz. Large Grinders	6	7 28060 90100 5	\$13.69	\$10.95
CELTIC SEA SALT® Box Salts / FR					
S-FRB-PINK-4C	Celtic Sea Salt - FR Box-PINK SALT 10.6 oz	4	7 28060 10807 7	\$8.89	\$7.11
S-FRB-SMOKE-4C	Celtic Sea Salt - FR Box-SMOKE SALT 5.29	4	7 28060 12000 0	\$8.89	\$7.11
S-FRB-FINE-4C	Celtic Sea Salt - FR Box-Fine SALT 10.8 oz	4	7 28060 12001 7	\$8.89	\$7.11
S-FRB-FLAKE-4C	Celtic Sea Salt - FR Box-FLAKE SALT 5.29 oz	4	7 28060 12002 4	\$8.89	\$7.11
CELTIC SEA SALT® SALT / PEPPER COMBINATIONS					
S-SG-MIXED-6C	Mini Salt & Peppercorn Grinder Sets	3 sets	7 28060 10407 9	\$12.79	\$10.23
S-SG-LGMIXED-6C	Large Salt & Peppercorn Grinder Sets	3 sets	7 28060 10410 9	\$13.99	\$11.19
S-SG-PEPSALT-6C	2.7 oz. Pepper Salt (All in One) Grinders	6	7 28060 10411 6	\$8.49	\$6.79
“TO-GO” PACKETS - FINE GROUND & ORGANIC PEPPER					
S-SALT-S	Fine Ground paper To-Go Packets	50 units	N/A	\$11.99	\$9.59
H-PEPPER-S	Pepper (ground) paper To-Go Packets**	50 units	N/A	\$11.99	\$9.59
S-SALTPEP-S	Salt & Pepper paper To-Go Packet Sets**	50 units	N/A	\$20.69	\$16.55
S-SALT-2K	Fine Ground paper To-Go Packets	2k units	N/A	\$556.30	\$445.04
H-PEPPER-2K	Pepper (ground) paper To-Go Packets**	2k units	N/A	\$556.30	\$445.04
CELTIC SEA SALT® BRAND ORGANIC SEASONED SALT BLENDS					
S-SS-200-6C	Mexican Fiesta Seasoning 2.1 oz**	6	7 28060 60600 9	\$7.59	\$6.07
S-SS-220-6C	All Purpose Seasoning 2 oz**	6	7 28060 60800 3	\$7.59	\$6.07
S-SS-230-6C	Lemon Pepper Seasoning 2.2 oz**	6	7 28060 60900 0	\$7.59	\$6.07
S-SS-300-6C	2 oz. Bouquet™ Herbes de Provence shakers**	6	7 28060 60500 2	\$7.59	\$6.07
S-SS-400-6C	2.4 oz. Garlic Salt shaker**	6	7 28060 40043 0	\$7.59	\$6.07
S-SS-500-6C	3.0 oz. Smoked Salt grinders**	6	7 28060 60300 8	\$10.89	\$8.71
S-SS-600-6C	3.7 oz. Celery Salt shakers**	6	7 28060 60100 4	\$10.89	\$8.71
S-SS-700-6C	3.5 oz. Rosemary Salt glass shakers**	6	7 28060 60200 1	\$10.89	\$8.71
S-CVEG-6C	2.7 oz. Seaweed Seasoning glass shakers**	6	7 28060 80101 5	\$10.89	\$8.71
CELTIC SEA SALT® ACCESSORIES ***					
SG-1000-BK-C	Kyocera™ Ceramic Glass Grinders- Black	6	7 28060 30208 6	\$33.29	\$26.63

SG-1000-WH-C	Kyocera™ Ceramic Glass Grinders-White	6	7 28060 30209 3	\$33.29	\$26.63
SB-TWIST-6C	Wooden Twist Top Pocket Salt Box (1 tbsp)	6	7 28060 30101 0	\$13.89	\$11.11
CELTIC SEA SALT® AGRICULTURAL / ANIMAL SALT					
S-AG-5	5 lb Bag*	1	7 28060 30156 0	\$16.79	\$13.43
S-AG-22	22 lb Bulk bag*	1	7 28060 30188 1	\$50.19	\$40.15
CELTIC SEA SALT®-Rare Body® Brand BATH SALTS					
S-BATH-1-6C	1 lb Bath Salt resealable Bags	6	7 28060 10019 4	\$4.49	\$3.59
S-BATH-5-6C	5 lb Bath Salt Bags	6	7 28060 10708 7	\$21.99	\$17.59
S-BATH-22	22 lb Bath Salt Bulk Bag*	1	7 28060 10709 4	\$71.39	\$57.11
S-BATH-55	55 lb Bath Salt Bulk bag*	1	--	\$160.59	\$128.47
CELTIC SEA SALT® BRAND SOAPS***					
SP-800-6C	4.5 oz Cinnamon Oatmeal bar	6	7 28060 40800 9	\$12.19	\$9.75
SP-802-6C	4.5 oz Rosemary Lemon bar	6	7 28060 40802 3	\$12.19	\$9.75
SP-804-6C	4.5 oz Peppermint bar	6	7 28060 40804 7	\$12.19	\$9.75
SP-806-6C	4.5 oz Lavender bar	6	7 28060 40806 1	\$12.19	\$9.75
SP-808-6C	4.5 oz Lemon Bay bar	6	7 28060 40808 5	\$12.19	\$9.75
SP-814-6C	4.5 oz Tangerine bar	6	7 28060 40814 6	\$12.19	\$9.75
SP-816-6C	4.5 oz Spearmint bar	6	7 28060 40816 0	\$12.19	\$9.75
RARE BODY™ HEALTH & BODY CARE					
RB-BODYBUTTER-6C	Rare Body Care Body Butter 7.5 oz	6	7 28060 60665 8	\$23.29	\$18.63
RB-BODYOIL-6C	Rare Body Body Oil Unscented 7.5 oz	6	7 28060 60610 8	\$17.49	\$13.99
RB-SCRUB-SPA-6C	Rare Body Salt Scrub Spa Scent 8 oz	6	7 28060 60630 6	\$18.59	\$14.87
RB-SWISH-6C	Swish de Coco Peppermint Oil Pulling 7.5 oz	6	7 28060 60650 4	\$17.49	\$13.99
MINERAL SUPPLEMENTS					
A-1800-6C	4.2 oz Celtic Sea Salt® Electrolyte Powder	6	7 28060 80100 8	\$31.59	\$25.27
A-2000-4C	Electrolyte™ - MASTER CASE Warehouse / Distributor Pack	4 boxes (30ct. Ea.)	7 28060 80103 9	\$2.09	\$1.67
A-1500-6C	Celtic Sea Salt Magnesium Plus 90 caps	6	7 28060 30501 8	34.79	\$27.83
A-505-4C	Aquon Matrix® Hypertonic (30 Sticks)	4	7 28060 10110 8	43.99	\$35.19
A-507-4C	Aquon Matrix® Isotonic (30 Sticks)	4	7 28060 10111 5	43.99	\$35.19