**FRIDA MAP POLICY**

Frida prepares parents for the unsexy, unfiltered realities of parenthood with simple-yet-genius tools that get the job done. But we recognize that our success relies on the success of our retail partners.

To maintain our brand and further the success of our retail partners, Frida has unilaterally established this minimum advertised pricing policy which applies to all advertising and marketing activities of retailers who resell Frida products in the United States.

Frida reserves the right to cancel any pending orders, restrict further orders, suspend a retailer’s account, or discontinue selling its products to any retailer that does not adhere to this policy.

1. **Application of Policy**

This policy applies to all advertisements of Frida products in any and all media, including but not limited to: websites, promotional emails, social media posts, in-app advertising, banner/pop-up ads, other online paid media, posters, coupons, mailers, inserts, newspapers/magazines, and television. Pricing listed on a website is considered an “advertised price” and must adhere to this policy. However, once the pricing is associated with the intent to purchase (i.e. added to a secure, not public shopping cart or order), the price becomes the selling price and is not subject to this policy.

This policy doesn’t apply to solely on-premise or in-store advertising that is not distributed to customers, discounts applied at checkout to an entire order, or any advertisements of retailer-wide discounts that do not specifically reference Frida products.

1. **Minimum Advertised Prices**

Frida will provide retailers with minimum advertised prices (the “**MAPs**”) for certain products, which Frida may update at its discretion by notifying its retailers. No retailer may advertise a Frida product at a price lower than the applicable MAP.

1. **Bundling**

If a retailer includes a Frida product(s) in a bundle of products (regardless of whether the other products are Frida products), it will be a violation of this policy to advertise the bundle at a price that: (a) is lower than the MAP(s) for the Frida product(s), or (b) otherwise violates the letter or spirit of this policy.

1. **Minimum Sale Price**

The MAPs are not intended as minimum selling prices. Pricing is at the sole discretion of the retailer.

1. **Unilateral Policy**

Frida does not solicit and will not accept, any agreement to comply with, or assurance of compliance with, this Advertising Policy by any Provider. Frida shall determine, in its sole discretion, whether any retailer’s activities violate this policy, and Frida may grant waivers to this policy in its sole discretion.

|  |  |  |
| --- | --- | --- |
| 100000012 | Nailfrida The Snipperclipper Set |  $ 12.99  |
| 100000016 | Upside Down Peri Bottle |  $ 15.99  |
| 100000027 | Nailfrida The Snipperclipper Solo |  $ 7.99  |
| 100000028 | Medifrida The Accu-Doser |  $ 12.99  |
| 100000032 | S-Curved Nail Files (5pack) |  $ 5.99  |
| 100000033 | Dermafrida The Skinsoother -2pk |  $ 10.99  |
| 100000036 | BreatheFrida Nose-Chest Wipes (30ct) |  $ 4.99  |
| 100000037 | Dermafrida Bath Mitt |  $ 10.99  |
| 100000038 | DermaFrida SkinSoother 1Pk |  $ 7.99  |
| 100000039 | Smilefrida Finger Brush |  $ 7.99  |
| 100000041 | Dermafrida Flake Fixer |  $ 14.99  |
| 100000042 | Dermafrida Flake Fixer Replacement Sponge - 2pk |  $ 4.99  |
| 100000044 | Feverfrida Cool Pads 5ct |  $ 6.99  |
| 100000047 | Fridaballs - Small |  $ 27.99  |
| 100000048 | Fridaballs - Medium |  $ 27.99  |
| 100000049 | Fridaballs - Large |  $ 27.99  |
| 100000051 | Breathefrida The Humidifier |  $ 49.99  |
| 100000055 | Breathefrida Vapor Bath Bombs 3ct |  $ 7.99  |
| 100000058 | Infant Nail Scissors |  $ 7.99  |
| 100000060 | 3-in-1 Tru Temp Thermometer  |  $ 19.99  |
| 100000061 | Infrared Thermometer  |  $ 49.99  |
| 100000062 | Infant Hairbrush + comb + case (Head-Hugging Hair Brush + Comb) \*NEW |  $ 9.99  |
| 100000063 | Toddler Fine or Straight Hair Detangler  |  $ 9.99  |
| 100000064 | Toddler Thick or Curly Hair Detangler  |  $ 9.99  |
| 100000065 | 3-in-1 Picker |  $ 9.99  |
| 100000066 | Paci Weaning System |  $ 19.99  |
| 100000067 | Sleepfrida Lavender Bath Bombs |  $ 7.99  |
| 100000068 | Quick Read Rectal Thermometer |  $ 14.99  |
| 100000069 | SmileFrida 2.0 Toothhugger Yellow |  $ 7.99  |
| 100000070 | SmileFrida 2.0 Toothhugger Blue |  $ 7.99  |
| 100000072 | SmileFrida 2.0 Toothhugger Pink |  $ 7.99  |
| 100000074 | Teach Me Gumhugger  |  $ 6.99  |
| 100000075 | Training Toothhugger  |  $ 7.49  |
| 100000076 | Grow-With-Me Training Toothbrush Set  |  $ 9.99  |
| 100000079 | 4-in-1 Teether + Storage Tray (2 gel filled teethers & silicone handle)  |  $ 9.99  |
| 100000080 | Air Purifier  |  $ 79.99  |
| 100000081 | Air Purifier Replacements  |  $ 14.99  |
| 100000082 | Electric Nosefrida |  $ 49.99  |
| 100000140 | Breast Sheet Masks Skin Care  |  $ 6.99  |
| 100000141 | Breast Sheet Masks Increase Milk Supply  |  $ 6.99  |
| 100000142 | Breast Sheet Masks Reduce Milk Supply  |  $ 6.99  |
| 100000143 | Instant Heat Packs/Warmers  |  $ 19.99  |
| 100000144 | Nursing Pillow Back and Belly Warmers  |  $ 14.99  |
| 100000145 | Delivery And Nursing Gown |  $ 29.99  |
| 100000147 | Lactation Gummy 60ct Bottle  |  $ 19.99  |
| 100000148 | 2-in-1 Heat and Vibration Lactation Massager |  $ 29.99  |
| 100000149 | Instant Ice Maxi Pads |  $ 19.99  |
| 100000153 | Perineal Cooling Pad Liners |  $ 11.99  |
| 100000328 | FlakeFixer Scalp Mask (Cleansing Oil)  |  $ 9.99  |
| 100000330 | FlakeFixer Scalp Spray (Moisturizing Spray)  |  $ 12.99  |
| 100000332 | Head, Shoulders, Knees & Toes Shampoo + Body Wash  |  $ 8.99  |
| 100000615 | Hair, Skin and Nail Gummy 40ct Bottle  |  $ 9.99  |
| 100000616 | Adjustable Nursing Pillow Replacement Cover  |  $ 16.99  |
| 100000617 | No-Mess Nipple Balm  |  $ 12.99  |
| 100000618 | Fiber Gummy 20ct Bottle  |  $ 7.99  |
| 100000817 | Perineal Healing Foam |  $ 12.99  |
| 100000994 | Cracked Nipple Soothing Spray  |  $ 7.99  |
| 100001008 | Soft Sink Baby Bath  |  $ 39.99  |
| 100001009 | Control the Flow Rinser  |  $ 9.99  |
| 100001039 | 2-in-1 Portable Sound Machine + Nightlight  |  $ 29.99  |
| 100001115 | Gassy Belly Rub |  $ 9.99  |
| 500000001 | Nosefrida The Snotsucker Nasal Aspirator  |  $ 16.99  |
| 500000003 | Nosefrida Hygiene Filters |  $ 3.99  |
| 500000007 | Windi The Gaspasser |  $ 12.99  |
| 500000009 | Saline Kit (Incl. Nosefrida The Snotsucker, Filters And Snotspray) |  $ 19.99  |
| 500000015 | Nosefrida Travel Case \*Exclusive To Independent Shops\* |  $ 17.99  |
| 500000017 | Bitty Bundle Of Joy (Incl. Nosefrida, Filters, Momwasher, Windi Nailfrida) |  $ 49.99  |
| 500000026 | Nosefrida Saline Snot Spray |  $ 5.99  |
| 500000662 | The Baby Basics Kit |  $ 39.99  |
| 500000663 | Sick Day Prep Kit |  $ 34.99  |
| 500000665 | Breathefrida Vapor Bath Drops |  $ 9.99  |
| 500000666 | Breathe Easy Kit |  $ 19.99  |
| 500000667 | Mobile Medicine Cabinet |  $ 59.99  |
| 500000668 | Infant Grooming Kit |  $ 24.99  |
| 500000669 | Sleep Frida Lavender Bath Drops  |  $ 9.99  |
| 500000778 | Disposable Postpartum Underwear (Petite) |  $ 15.99  |
| 500000784 | Disposable Postpartum Underwear (Regular) |  $ 15.99  |
| 500000793 | Labor & Delivery + Postpartum Essentials Complete Kit |  $ 99.99  |
| 500000794 | Hemorrhoid Pillow |  $ 39.99  |
| 500000796 | Disposable C-Section Postpartum Underwear (Petite) |  $ 15.99  |
| 500000798 | Disposable C-Section Postpartum Underwear (Regular) |  $ 15.99  |
| 500000811 | Adjustable Nursing Pillow  |  $ 49.99  |
| 500000822 | Postpartum Recovery Essentials Kit |  $ 49.99  |
| 500000995 | 4-in-1 Grow-With-Me Bath Tub |  $ 49.99  |
| 500000996 | Breastfeeding Starter Kit |  $ 49.99  |
| 500001002 | Gummy Starter Kit  |  $ 29.99  |
| 500001034 | FlakeFixer Mask and Spray Co Pack  |  $ 19.99  |
| 500001035 | Nipple Kit  |  $ 19.99  |
| 500001057 | Adjustable Pregnancy Pillow |  $ 69.99  |
| 500001066 | Postpartum Abdominal Support Binder |  $ 34.99  |
| 500001076 | C-Section Recovery Band |  $ 39.99  |
| 500001081 | Pregnancy Belly Tape for Pain + Strain Relief |  $ 19.99  |
| 500001096 | C-Section Scar Patches |  $ 29.99  |
| 500001110 | Gas + Colic Heating Pad |  $ 19.99  |

Store Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_