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Resale Policy of Standard Process Inc.®, Standard Process Veterinary Formulas™ and MediHerb® Products

Standard Process requires that its products be sold in compliance with its Resale Policy. Customers must:

- 1. Create and maintain a valid health care professional/patient relationship and evaluate the nutritional needs of each patient to whom they sell Standard Process Products.**
- 2. Not resell Standard Process Products to other health care professionals or businesses; and must accept responsibility for the actions of all employees, administrators, agents, contractors, or consultants (“personnel”) associated with their practice and assure that such personnel comply with this Resale Policy.**
- 3. Not sell, solicit or accept orders for Standard Process products via the internet or any e-commerce format, except through the terms of a patient ordering program offered by Standard Process. Standard Process prohibits the sale of its products on third party facilitated sites (e.g., Amazon, eBay, etc.) or any other Internet site.**
- 4. Not advertise pricing information (including discounts, price reductions or special promotions that directly or indirectly infer the inclusion of Standard Process products) to the general public in any promotional material (including but not limited to marketing materials, advertisements, websites, sponsored web links, emails, Twitter, Facebook, banner ads, titles, file names, etc.).** Any advertisements, discounts, rewards programs, coupons, special offers, sales, promotions etc. must explicitly state “Not valid on Standard Process and MediHerb products” and products must check-out at suggested retail pricing. Patients being treated by the practitioner may receive discount pricing only in the practitioner’s office. Sales to patients via the approved Internet methods defined above may not be discounted. *Standard Process recommends that all customers sell Standard Process Products at the suggested list price.*
- 5. Not sell Standard Process products in a retail setting direct to the general public in any manner.** Licensed Pharmacies, health food stores or other retail establishments must meet each of the following requirements to maintain an account: 1) There must be a face-to-face nutritional consultation by an in-house qualified health care professional; and 2) Products must be behind the counter and/or in a non-retail designated professional only area.
- 6. Comply with the Promotional Rules of Use of Standard Process’ Intellectual Property, Products, and Written Materials.**

This version of the Resale policy is effective as of 10/1/2013. Customers failing to comply with this Resale policy will face immediate termination of the Customer’s account and/or further legal action. Standard Process reserves the right to modify this policy at any time. It is at the discretion of Standard Process to sell to whomever we choose.

Please report all violators or abusers of this Resale Policy, or any Standard Process policies, to your sales representative/distributor or the Standard Process corporate headquarters at 800-848-5061.