

Daily Plus Price Guarantees

(Effective date June 1, 2005)

We offer price guarantees on all of our products: *Corti+*, *GreenT+*, *Imm+* and *Sweet+*. The concept behind our price guarantee is simple: if you can find a cheaper, comparable product within 30 days of your purchase, we will send you a check for the difference. Details on the price guarantees are listed below for each of our products.

Details on Corti+ price guarantee

The Corti+ price guarantee only applies to products comparable to Corti+: products backed by equivalent research, making similar health claims related to managing stress or lowering cortisol. Only products providing the research evidence for their effectiveness will be considered. Any products making claims that the FDA or FTC have disallowed are not considered comparable. Claims are disallowed when there is insufficient research to back the claim.

Price comparison will be based on cost per day using your Corti+ purchase price and our recommended usage (0.25mL, 4 times per day). Assuming you paid \$45, this works out to 75¢ per day. If you found a competitor that was priced at 50¢ per day, we would owe you \$15 ($60 \times (75¢ - 50¢)$). In computing cost per day, we will use the upper recommended dosage limit.

Price guarantee is subject to the following restriction.

- You must notify us within 30 days of purchase in writing (**emailⁱ or letterⁱⁱ**), or by replying to the confirmation email you receive when you purchase Corti+. Notification must include
 - Your name, address, date of purchase, Daily Plus product name, and your purchase price after all discounts and offers.
 - Information on competitor's product: Proof of price, ingredients, usage instructions, package size, and research backing claims.
 - On-line offers: Web address of the cheaper competitor to verify daily dose, bottle size, health claims, and research behind health claims. Website must provide the research substantiating their health claims. If you have a discount coupon, you must include discount details so we can verify the price.
 - In store offers: Receipt, product label, and source to check that they have the research to substantiate their health claims. Receipt must clearly show purchase date, purchase price, suggested usage, and bottle size. Label must match receipt.

Details on GreenT+ price guarantee

The GreenT+ price guarantee only applies to products comparable to GreenT+: liquid products stating EGCg concentration on label.

Price comparison will be made based on EGCg content using your Daily Plus purchase price, for the same quantity of EGCg in a liquid extract. For example, if you had found competitor containing 50 mg of EGCg/ml, it would take three 60mL bottles of the competitor to equal one bottle of GreenT+ in EGCg content. Assuming you paid \$45 for GreenT+ and the competitor sold for \$14/bottle we would send you a check for \$3 ($\$45 - 3 \times \$14 = \3)

Price guarantee is subject to the following restriction.

- You must notify us within 30 days of purchase in writing (**emailⁱ or letterⁱⁱ**), or by replying to the confirmation email you receive when you purchase GreenT+. Notification must include
 - Your name, address, date of purchase, Daily Plus product name, and your purchase price after all discounts and offers.
 - Information on competitor's product: Proof of price, EGCg concentration, and bottle size.
 - On-line offers: Web address of the cheaper competitor to verify the price and EGCg concentration. If you have a discount coupon, you must include discount details so we can verify the price.
 - In store offers: Receipt and product label. Receipt must clearly show purchase date, purchase price and bottle size. Copy of product label is acceptable if it shows EGCg concentration. Label must match receipt.

Details on Imm+ price guarantee

The Imm+ price guarantee only applies to products comparable to Imm+: similar products backed by equivalent research, making similar health claims related to strengthening the immune system. Since the active ingredient in Imm+ is a blend of biologically active polysaccharides, then any product containing biologically active polysaccharides such as those found in higher Basidiomycetes mushrooms (Maitake, Cordyceps, Reishi, Shitake etc), astragalus, or Larex arabinogalactan would be eligible if these competing products provide research evidence about their effectiveness at their recommended daily dosage. Note: some health supplements do use ingredients known to strengthen the immune system, however they contain too little to be effective. These are not comparable products.

Price comparison will be made using your Daily Plus purchase price and cost per day. For example, a 60mL bottle of Imm+ will last 60 days when used as directed. If you paid \$45, then the cost per day would be 75¢. If you found a competitor that was priced at 50¢ per day, we would owe you \$15 (60 x (75¢ - 50¢)). In computing cost per day, we will use the upper recommended dosage limit.

Price guarantee is subject to the following restriction.

- You must notify us within 30 days of purchase in writing (**emailⁱ or letterⁱⁱ**), or by replying to the confirmation email you receive when you purchase Imm+. Notification must include
 - Your name, address, date of purchase, Daily Plus product name, and your purchase price after all discounts and offers.
 - Information on competitor's product: Proof of price, ingredients, usage instructions, package size, and research backing claims.
 - On-line offers: Web address of the cheaper competitor to verify the price, ingredients, suggested usage, and package size. If you wish us to base our comparison on a discount coupon, you must include discount details.
 - In store offers: Receipt and product label. Receipt must clearly show purchase date, purchase price and bottle size. Copy of product label is acceptable if it shows ingredients and suggested usage. Label must match receipt.

Details on Sweet+ price guarantee

The Sweet+ price guarantee only applies to products comparable to Sweet+: similar stevia products. A similar stevia product can only use stevia that is at least 99.5% pure Rebaudioside-A. (Products boasting 100% steviosides or not stating Rebaudioside-A purity on label are not considered comparable). In addition, a similar product will be in a similar form (liquid or powder) as the Sweet+ product you purchased.

Price comparison will be made based on the number of servings per container. For example, if you found a liquid product containing 200 serving, then it would take two bottles to equal one bottle of Sweet+ Extract

(400 servings per bottle). If you paid \$12 for the competitor and \$25 for Sweet+ Extract, we would send you a check for \$1 ($\$25 - 2 \times \$12 = \1).

Price guarantee is subject to the following restrictions.

- You must notify us within 30 days of purchase in writing (**emailⁱ or letterⁱⁱ**), or by replying to the confirmation email you receive when you purchase Sweet+. Notification must include
 - Your name, address, date of purchase, Daily Plus product name, and your purchase price after all discounts and offers.
 - Information on competitor's product: Proof of price, Rebaudioside-A purity, and number of servings per container
 - On-line offers: Web address of the cheaper competitor to verify the price and Rebaudioside-A purity. If you have a discount coupon, you must include discount details so we can verify the price.
 - In store offers: Receipt and product label. Receipt must clearly show purchase date, purchase price and bottle size. Copy of product label is acceptable if it shows Rebaudioside-A purity. Label must match receipt.

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