



WISDOM OF THE AGES LLC

PO BOX 276 WESTCLIFFE, CO 81252 PHONE: 719-783-4431 FAX: 719-783-4435
EMAIL: orders@wisdomoftheagesllc.com

WHOLESALE ACCOUNT APPLICATION

WHOLESALE ACCOUNT QUALIFICATIONS:

- You must qualify as a Natural Health Professional: Health Practitioner (ND, NMD, MD), Naturopathic Doctor, Nutritionist, Herbalist, Homeopathic Doctor, Doctor of Chinese Medicine, Doctor of Ayurvedic Medicine, Chiropractor, Massage Therapist, Acupuncturist, Health Food Store, Natural Grocer or Health Food Reseller.
- You must be an independent natural health professional and NOT a distributor, large retail chain or franchise. Wholesale accounts are for product resale to the public, and not for distributor resale to other businesses. Neither are accounts to be used solely for personal use.
- Place of business must be a physical (brick and mortar) location open to the public to walk in and view/purchase natural products.
- Place of business must contain a definitive area dedicated to health supplements and natural products (i.e. Dietary supplements, essential oils, natural cosmetics, natural and organic foods). *Some applicants may be required to provide pictures of their business in order to process their application.*

ACCOUNT POLICIES: (Please see our Policy Statement for a complete list of company policies)

- New accounts are placed on credit/debit card terms only. After a period of six months (from date of first order) and a history of at least three paid orders, new customers may fill out a credit application (applications may be obtained through mail, fax or email by calling our office or online at wisdomoftheagesllc.com) for consideration of change in payment terms (Net 30, COD or Due on Receipt).
- New accounts will be approved or denied only after the wholesale application has been filled out entirely, signed by the business owner, and all requested documentation has been received from the applicant. After approval, new accounts will be set up in our system upon the first order placed. Approved applications will be held for a maximum of two weeks. If no order is placed within two weeks of application approval, those applications will be terminated and all documentation destroyed.
- All applications for businesses outside the US: Wisdom of the Ages LLC is not responsible for shipments lost, seized or confiscated. Please check with your local government for approval.
- Shipping Procedures: Wisdom of the Ages will only ship to a wholesale customer's pre-approved shipping address that has been verified to belong to the wholesale customer. We will not drop ship orders to other locations.
- Returns Procedures: Products are 100% guaranteed. Returns are subject to a 15% restocking fee after 90 days. Wisdom of the Ages reserves the right to limit returns and/or place additional restrictions on wholesale customers who abuse the returns policy.
- Wisdom of the Ages reserves the right to refuse applications from businesses for any reason, e.g. businesses that do not qualify or are not a "good fit" for our products. Wisdom of the Ages may also close business accounts for any reason, including businesses that misrepresent themselves, sell our products online or otherwise under a different name without prior notification, change ownership without notification, violate good business practices, fail to disclose any change in business that would affect their account qualifications.

Fill out all information, sign, and mail, fax or email to our office with a copy of your Sales Tax License containing your business name (not an individual or other business name) on it. Answer "None" where applicable. Leaving spaces blank may delay your application approval.

Please Print Legibly

BUSINESS NAME: (as listed on your legal documents) _____

ALL OTHER BUSINESS NAMES YOU WILL BE SELLING OUR PRODUCTS UNDER: (include all seller names on Amazon, Ebay, Walmart, etc. for all internet sales) _____

TYPE OF BUSINESS: _____ LENGTH OF TIME IN BUSINESS: _____

LEGAL ENTITY: CORPORATION PARTNERSHIP SOLE PROPRIETOR LLC

BUSINESS PHONE: _____ BUSINESS FAX: _____

BUSINESS EMAIL: _____

ALL BUSINESS WEBSITES: _____

BUSINESS PHYSICAL ADDRESS: _____ BUSINESS MAILING ADDRESS: _____

HOW DO YOU PLAN TO SELL OUR PRODUCTS? (check all that apply) PHYSICAL STOREFRONT WEBSITE AMAZON EBAY OTHER

If "other" please explain: _____

WOULD YOU LIKE US TO SET UP YOUR ONLINE ACCOUNT? YES NO

(An online account allows you unlimited access to all of our FREE Literature, price sheet/order form, catalog, monthly specials, wholesale pricing and online ordering)

WOULD YOU LIKE TO BE ADDED TO OUR MAILING LIST? YES NO

(You will receive notifications of sales discounts, new product alerts, updated catalogs and important notices by email. We do not sell your information to third parties)

By signing below, you affirm that you qualify for a wholesale account as stated above in the wholesale account qualifications, and that you have read the account policies listed above.

Owner's Name (please print legibly) _____

Date _____

Owner's Signature _____

WISDOM OF THE AGES LLC POLICY STATEMENT

INTRODUCTION

As a small family-owned business, Wisdom of the Ages recognizes that our success is tied to the success of our select authorized resellers. In order to protect our shared business interests, as with all companies, some company policies are necessary. As the sale of our unique line of natural products grows and evolves, we are focused on meeting that growth with policies that protect all of our authorized resellers and consumers without discrimination.

Wisdom of the Ages is committed to (1. selling to knowledgeable natural health professionals, (2. offering excellent customer service by selling directly to our resellers (not selling through distributors), and (3. maintaining reasonable profit margins for all of our authorized resellers. We recognize the time and effort our authorized resellers have invested in our products and are focused on enforcing policies which allow our resellers to maintain reasonable profit margins through the sale of our products.

POLICY STATEMENT

Wisdom of the Ages, in its sole discretion, reserves the right to refuse to do business with or to discontinue doing business with anyone for any reason, including but not limited to resellers who are in violation of Wisdom of the Ages policies or any business or person we deem ineligible to sell our products.

AUTHORIZED RESELLERS POLICY

Reseller Eligibility: As a company that produces a unique line of natural health supplements, Wisdom of the Ages finds it in the best interests of the consumer to find knowledgeable natural health professionals to sell our products. Our resellers must meet a predetermined standard of eligibility and Wisdom of the Ages reserves the right to determine reseller eligibility at our sole discretion.

Reseller Account Use: Wisdom of the Ages does not sell directly to consumers. Reseller accounts allow purchase of our products at wholesale prices and as such are to be used in acquisition of wholesale products for retail sale, and are not to be used solely to acquire our products at discounted prices for personal use.

Resellers May Not Be Distributors: Wisdom of the Ages does not sell to distributors, and only sells to qualified authorized retailers who resell our products directly to the consumers. Wisdom of the Ages is the exclusive distributor of Wisdom of the Ages products and as such reserves the exclusive right to sell our products to resellers. Any reseller who purchases product from Wisdom of the Ages and distributes our products to third party sellers is in violation of our policies and is not eligible to purchase our products. Wisdom of the Ages monitors the internet and diligently investigates all reports of seller abuse.

Resellers Must Disclose All Business Names: Wisdom of the Ages requires all resellers to open their reseller account using the business name they intend to sell our products under, and to disclose all other business names they will be using to sell our products, including but not limited to DBA's, chain stores and business names used to sell on internet sites (e.g. Amazon, Ebay, Walmart, etc.). Any reseller using an undisclosed name to sell Wisdom of the Ages products is in violation of our policies and is not eligible to purchase our products.

Wisdom of the Ages Disclosure of Rights: Wisdom of the Ages reserves the right at its sole discretion to refuse applications from businesses for any reason, including but not limited to businesses that do not qualify or are not a "good fit" for our products. Wisdom of the Ages reserves the right at its sole discretion to close reseller accounts for any reason, including but not limited to businesses that misrepresent themselves, sell our products online or otherwise under a different name without prior notification, change ownership without notification, violate good business practices, fail to disclose any change in business that would affect their account eligibility.

SHIPPING POLICY

Wisdom of the Ages will only ship to a reseller's pre-approved shipping address that has been verified to belong to the reseller. We will not drop ship orders to other locations. Wisdom of the Ages is not responsible for international shipments lost, seized or confiscated. Please check with your local government for approval.

RETURNS POLICY

Wisdom of the Ages products are 100% guaranteed. Returns are subject to a 15% restocking fee after 90 days. Wisdom of the Ages reserves the right at its sole discretion to limit returns and/or place additional restrictions on resellers who abuse the returns policy.

MINIMUM ADVERTISED PRICE (MAP) POLICY

In recognition of the time, effort and knowledge our authorized resellers invest in the marketing and sale of our products, Wisdom of the Ages has established a Minimum Advertised Price (MAP) Policy that all resellers must follow for advertising Wisdom of the Ages products. Our MAP Policy protects our reseller's profit margins while discouraging price wars resulting from price-based advertising that ultimately devalues and threatens the sustainability of our unique line of products. The intention is not to interfere with the business of our resellers, but rather to enable resellers to maintain sustainable business practices by allowing for a reasonable profit margin and protect the consumer's ability to continue to receive excellent service and support. Our MAP policy is as follows:

1. The MAP policy applies to advertised prices of MAP products, not the price at which MAP products are actually sold or offered for sale in store or over the telephone.
2. The MAP policy applies to all Wisdom of the Ages brand products. MAP pricing can be found on our current Price Sheet/ Order Form which is located on our website and placed inside every reseller order. MAP products must be advertised at or above MAP.
3. The MAP policy applies to all advertised prices of MAP products in any and all media, including but not limited to websites, internet sites (e.g. Amazon, Ebay, Walmart, etc.), social media sites, apps, or any other electronic media.
4. Website features such as "click for price," automated "bounce-back" pricing e-mails, pre-formatted e-mail responses, forms, paid search ads, shopping comparison ads, internet landing pages, automatic price display for any items prior to being placed in a customer's shopping cart and other similar features are considered to be communications initiated by the reseller (rather than by the consumer) and thereby constitute "advertising" under this MAP policy.
5. This MAP policy also applies to any advertisement which Wisdom of the Ages determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP policy, such as coupons, percentage off, buy one get one, giveaway, rebate or post-order benefit, social media promo code, solicitations for group purchases and the like.
6. Resellers are responsible for ensuring all advertised pricing for Wisdom of the Ages brand products are at or above MAP on all internet sites and search engines.
7. The MAP policy does not apply to brick and mortar in-store advertising.
8. Free Shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP policy.
9. It is not a violation of MAP policy to advertise that a customer may "call for price" or "email for price," or to use similar language so long as no price is listed.
10. It is not a violation of this MAP policy to advertise in general that the reseller has "the lowest prices" or will match or beat its competitors' prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP policy.

BUNDLING POLICY

"Bundling" or advertising MAP products for sale together with other products will violate this MAP policy when the advertised price of the bundle is clearly discounted in an attempt to circumvent this MAP policy and/or the product bundled with the MAP product is conspicuously incompatible.

POLICY ENFORCEMENT

Wisdom of the Ages recognizes that resellers are free to sell products at any price they choose, without consulting Wisdom of the Ages. Similarly, Wisdom of the Ages will exercise its right to make its own decisions regarding authorized resellers account eligibility, availability of supplemental marketing materials, product sales and promotions.

Wisdom of the Ages reviews the advertised prices of sellers, either directly or via the use of third-party agencies or tools. Sellers are expected to provide reasonable cooperation in any Wisdom of the Ages investigations regarding possible MAP or other policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with a Wisdom of the Ages policy investigation is a violation of our policies and places the reseller's account at risk of being closed.

Wisdom of the Ages policies are unilateral and apply to all resellers collectively without discrimination. Wisdom of the Ages policies will be enforced by Wisdom of the Ages in its sole discretion and may be enforced without notice, although Wisdom of the Ages will make attempt to give notice whenever possible. Wisdom of the Ages reserves the right to delay or cancel any pending orders, restrict future orders, suspend or close a resellers' account if Wisdom of the Ages believes a reseller has violated the provisions of any Wisdom of the Ages policy.

POLICY UPDATES

Wisdom of the Ages policies may be updated at any time without notice, however we will attempt to give notice whenever possible. Please view our website at www.wisdomoftheagesllc.com to view, download or print our current policy statement.