

## Private Label Policy

### 1. Introduction

Spinster Sisters, Inc. offers a complete line of all natural skin care products, handcrafted in Golden, CO, from the finest natural ingredients available. We use locally-sourced and/or fair-trade ingredients whenever possible, and grow many of our own herbs and botanicals that are used in our products.

We recognize that our success is tied to the success of our network of authorized resellers. We also know that many of our resellers invest significant time and resources to deliver an extraordinary customer experience. We want to protect their ability to do so, while at the same time discouraging private labeling that would be detrimental to our resellers' service and support efforts. As a result, Spinster Sisters, Inc. has unilaterally established the Private Label ("PL") Policy.

### 2. Policy Statement

Spinster Sisters, Inc., in its sole discretion, reserves the right to discontinue doing business with any reseller that is found in violation of this PL Policy.

### 3. Private Label Guidelines

Spinster Sisters does not allow for any of its products to be relabeled, repackaged, rebranded then resold under another name but Spinster Sisters. Resellers will violate this PL Policy when:

- i. The product(s) is relabeled: Removal or destruction of any Spinster Sisters labels, barcodes or stickers from its original bottles, boxes, jars, tins, and relabeled under a different name or company.
- ii. The product(s) is repackaged: Removal or destruction Spinster Sisters products from its original packaging; bottle, jar, box, tin and repackaged under a different name or company.
- iii. The product(s) is rebranded: Removal or destruction of any Spinster Sisters branding and rebranded under a different name or company.
- iv. The product(s) is resold under any other name but Spinster Sisters.

### 4. Co-branding Guidelines

Spinster Sister will allow for reseller to co-brand their products under the following conditions:

- i. Spinster Sisters must give approval for co-branding
- ii. Spinster Sisters must provide artwork, packaging, labels, and products.
- iii. Reseller must follow all of Spinster Sisters MAP, and ISP policies under the co-branded name.

Resellers will violate the Co-Branding Policy when:

- i. Products are repackaged, rebranded, relabeled or resold under any other name but the approved co-branding.

- ii. Co-branded products violate MAP or ISP policies.

## 5. Policy Enforcement

If a reseller violates this PL Policy at any store location, or on any associated website, then Spinster Sisters, Inc. will consider this to be a violation by the reseller.

Spinster Sisters, Inc. reserves the right to cancel any pending orders, restrict future orders, or suspend reseller account if Spinster Sisters, Inc. reasonably believes:

- i. A dealer has violated the provisions of this policy; or
- ii. A dealer intends to violate this policy.

Spinster Sisters, Inc.'s PL Policy Administrator is solely responsible for determining whether a violation of the PL Policy has occurred, as well as determining appropriate actions to remedy the violation.

Wavers to this PL Policy may be granted at Spinster Sister's Inc.'s sole discretion by the PL Policy Administrator in writing. Spinster Sisters, Inc. Sales, Marketing or other personnel are not authorized to modify or grant exceptions to the PL Policy. In the event that the PL Policy Administrator authorizes a waiver to the PL Policy, resellers must strictly adhere to the terms of the waiver letter. Deviation from the terms of a waiver letter is a violation of the PL Policy.

Spinster Sisters, Inc. monitors their products either directly or via the use of 3<sup>rd</sup> arty agencies or tools. Resellers are expected to provide reasonable cooperation in any Spinster Sisters, Inc. investigation regarding possible PL Policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with a Spinster Sisters, Inc. PL Policy investigation is a violation of this PL Policy.

The PL Policy will be enforced by Spinster Sisters, Inc. in its sole discretion and without notice. Violations of this policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law. All questions related to this PL Policy should be directed to: [Sales@spisntersistersco.com](mailto:Sales@spisntersistersco.com)