



20950 Lassen Street, Chatsworth, CA 91311
t: 818.773.4211 | f: 818.727.1819
classic-brands.net

Minimum Advertised Price Policy- Internet and Mail Order Sales

Updated June 1, 2024 (In effective as of May 16, 2022)

Classic Brands is committed to providing its partners and customers with the highest quality products and purchase experience. To support this objective, we have established a Minimum Advertised Price Policy (“MAP Policy”) designed to protect the quality image of our products, as well as our brand names and related trademarks that include:

COOCHY, CG, JELIQUE, PURE INSTINCT, SIMPLY SEXY and BEFORE & AFTER.

This MAP Policy applies to all Internet and mail order sales of all Classic Brands products in the United States and Canada, and in such other countries (except where such policies are prohibited by law) where Classic Brands products are sold.

The MAP Policy shall apply to ALL Classic Brands products listed on our current wholesale price list available on our website. Unless otherwise indicated on the price list, the suggested minimum advertised price (the “MAP Price”) shall be the same as our suggested retail price (the “MSRP Price”).

Classic Brands reserves the right to alter the MAP products and/or MAP prices at its sole discretion.

To conform to the MAP Policy, a retailer may not advertise any Classic Brands product below the applicable MAP price indicated on our current pricelist – available for download on www.classic-brands.net

Advertising shall include: any newspaper, magazine or billboard ads; catalogs; mobile phone ads; electronic mail; Twitter feeds; Facebook or other social network postings; flyers or direct mail pieces; television or radio ads; opening bid, “buy now” or no-bid postings on ebay or other online auction sites; and internet pop-ups, downloads, search ads or display ads.

This MAP Policy includes advertising of any rebates, banner discounts, store-wide or department sales, buy-one-get-one-free promotions, any type of product bundling with like product or any other non-like product (like used on amazon.com) or any other advertised sale or discount that results in the MAP products being advertised at an effective price below the MAP price.



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Classic Brands may, from time to time, sponsor special promotions or rebates to which this MAP Policy will not apply, as designated by Classic Brands in its sole discretion.

Classic Brands reserves the right, upon verifying that a retailer has advertised products below the applicable MAP price, to make the retailer no longer eligible to purchase or resell its products. Any decision to reinstate a retailer's ability to purchase a MAP product after the retailer has advertised that MAP product below the applicable MAP price will be at the sole discretion of Classic Brands.

Classic Brands does not ask for, and will not accept, any assurances of future compliance with this MAP Policy as a condition of reinstatement.

This MAP Policy does not apply in any way to a retailer's actual setting of retail prices. Each retailer remains free to set its actual resale price for Classic Brands products, in the retailer's sole discretion.

Classic Brands has adopted this MAP Policy unilaterally. Classic Brands neither solicits, nor will it accept, any assurance of compliance with this MAP Policy. Classic Brands will not discuss any conditions of acceptance related to this Policy, as it is non-negotiable and will not be altered for any retailer.

**Should you have any inquiries regarding this Policy please direct them in writing to:
brandenforcement@classic-brands.net**

Classic Brands reserves its right to modify, suspend or discontinue this Policy in whole or in part at any time. This MAP Policy supersedes all previous policies and shall remain in effect unless Classic Brands amends or replaces it.



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Restricted Third-Party Reseller Policy

Updated June 1, 2024 (In effective since June 1, 2022)

Classic Brands is committed to providing its partners and customers with the highest quality products and purchase experience. In our effort to streamline e-commerce channels, we are making brand specific decisions to protect the value and vision of each brand under the Classic Brands umbrella.

As such, we have decided to restrict all third-party online resellers from selling any of our brands. See full list below:

COOCHY, CG, JELIQUE, PURE INSTINCT, SIMPLY SEXY and BEFORE & AFTER.

All brands are restricted from being sold on Amazon marketplaces, walmart.com, ebay.com etc. This decision is not taken lightly, but purposefully to protect our brand integrity and value.

In addition, Oui Lab Inc. has been appointed to be the exclusive & authorized reseller of our Pure Instinct products and the brand manager for the Pure Instinct brand on Amazon on behalf of Classic Brands. Please note that we will be taking action to enforce this decision using all tools at our disposal, including but not limited to Brand Registry, Transparency, and more. Resellers who intentionally and/or repetitively fail to comply with our policy may jeopardize their Amazon selling privilege.

Classic Brands has adopted this Restricted Third-Party Reseller Policy unilaterally. Classic Brands neither solicits nor will it accept, any assurance of compliance with this Policy. Classic Brands will not discuss any conditions of acceptance related to this Policy, as it is non-negotiable and will not be altered for any retailer.

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Classic Brands reserves its right to modify, suspend, or discontinue this Policy in whole or in part at any time. This Restricted Reseller Policy supersedes all previous policies and shall remain in effect unless Classic Brands amends or replaces it.