

December 10, 2010

Dear Highly Valued Professional Partner,

Please take a moment to read the attached Unilateral Minimum Retail Price Policy concerning sales of Advanced Naturals products via the e-commerce distribution channel.

Advanced Naturals takes great pride in providing only the very highest-quality supplements and functional foods to help your patients. We wish to maintain our premium brand image, to avoid free-riding and to support you, our professional partners. Therefore, we have decided to revise our pricing policy to prevent any discounting on the sale of Advanced Naturals products via the internet/e-commerce channel.

Effective January 1, 2011, Advanced Naturals will not sell its products to any party who sells or advertises Advanced Naturals products on the internet at any discount to the manufacturer's suggested retail price as stated on the Advanced Naturals order form. Furthermore, Advanced Naturals products may only be sold in the internet/e-Commerce channel by a professional to their client/patient through the professional's own website. Sales of Advanced Naturals products through third party websites such as eBay or Amazon is not authorized. This policy has been adopted unilaterally by Advanced Naturals and is not subject to negotiation or agreement.

We know that you have a choice when it comes to the products you offer your clients/patients and we appreciate your choosing Advanced Naturals. For more than a decade we have been setting the standard in optimum digestive care – from our commitment to using only the purest natural ingredients to our stringent manufacturing and distribution practices.

As the only specialist digestive care company in the professional channel, we stand behind all of our products and guarantee the purity, potency and quality of every supplement we offer. This revision to our policy will ensure that we can continue to offer premium products at competitive prices and it will protect you from damaging predatory pricing practices that sometimes take place on the internet.

Thank you for your continuing partnership with Advanced Naturals.

Sincerely,



Brenda Watson
President

Advanced Naturals Unilateral Minimum Retail Price Policy (UMRP Policy)

In order to maintain and to further enhance the Advanced Naturals brand image, to promote competition and to avoid free-riding, we are instituting a unilateral policy announcing minimum retail price standards for all Advanced Naturals products sold to U.S. customers via the internet/e-commerce channel.

Distribution of our products via e-commerce at discounts is detrimental to the premier brand image Advanced Naturals has developed over years of dedication to providing the highest quality products and customer service.

This Unilateral Minimum Retail Price Policy ("UMRP Policy") will become effective on January 1, 2011 and will apply to all Advanced Naturals products

Under the UMRP Policy, Advanced Naturals will discontinue all sales to any vendor of Advanced Naturals products who advertises or sells on an Internet site(s) any Advanced Naturals product at prices below the manufacturer's suggested retail price (the "MSR Price").

Only qualified professionals may sell Advanced Naturals products and they may only sell to retail customers through their own practices and associated websites. Such professionals may not wholesale or sell or otherwise provide any Advanced Naturals product to another retailer or enable sales by or through a third-party-facilitated site (e.g. Amazon.com, Ebay, etc.).

In addition, it is inconsistent with the UMRP Policy for Advanced Naturals products to be advertised or sold together at a single price that is lower than the sum of the individual MSR Prices for those products. The UMRP Policy does not cover products discontinued by Advanced Naturals.

We do not seek, nor will we accept, any agreement or assent from you respecting our UMRP Policy, either now or at any future time. This policy is being established by us unilaterally and therefore is not subject to negotiation. Advanced Naturals will implement its UMRP Policy unilaterally based upon information deemed sufficient by Advanced Naturals, and all such determinations are final. We reserve the right at any time to modify this policy, to establish new or different policies or to discontinue any or all such policies. This UMRP Policy shall remain in effect until modified or terminated by us in a writing sent to you.

If you wish to continue doing business with Advanced Naturals, please be sure that your company's e-commerce listings as presented on your website are consistent with our policy by January 1, 2011.

Thank you for your cooperation in this matter.