ONLINE SELLING POLICY

PURPOSE

The purpose of this document is to outline the online selling policy for authorized resellers of the EltaMD® brand of products. The policy applies to any products distributed by EltaMD.

For the purposes of this policy, “EltaMD” refers to the brand and products of Swiss-American Products, Inc., and “Client” is a reseller of EltaMD products as authorized by EltaMD.

A Client of EltaMD products must comply with the following requirements:
- Be a licensed physician or in partnership with a licensed physician and
- Upon request, provide to EltaMD a copy of a current Medical License and valid State Sales Tax Certificate if such a certificate is required by a Client's state.

EltaMD allows its Clients to resell EltaMD products at Clients’ own business locations or on internet sites unique to their practice. As a result, EltaMD does not sell directly to the public, either in person or online.

ONLINE SELLING POLICY

- Clients in the United States may sell products, purchased directly from EltaMD or our authorized agents, through their medical practice or company internet sites.

- Clients may not register a domain name (URL) with the word “EltaMD” or any derivative thereof. Directory and virtual directory names (e.g., yourwebsite.com/eltamd) are acceptable.

- Clients are prohibited from advertising discounts online for EltaMD products in a prima facie manner.

- Clients are prohibited from marketing EltaMD products via online auctions (such as eBay), outside shopping data feeds (such as Amazon.com), or portals.

- Clients may only use images provided by or approved by EltaMD for product descriptions, and must use all appropriate trademark and copyright designations.

- Clients may not use EltaMD registered trademarks (“EltaMD”, “UV Physical”, etc.) as keyword terms in pay-per-click advertising programs (Google, Overture, etc.), or in their title descriptions of such programs.

- Clients must clearly and conspicuously state on their internet sites that Client is an independent business from EltaMD and that Client’s customers are not ordering products directly from EltaMD.

- Erroneous or misleading claims made of EltaMD products by Clients can result in termination of reselling privileges.

- EltaMD reserves the right to review all Clients’ online sites reselling EltaMD products. Any violations of these policies may result in termination of approval for online presence and possible account closure.

Questions about this policy may be directed to the
Vice President of Sales and Marketing at Swiss-American Products, Inc.

(CONTINUED)
EltaMD® ONLINE SELLING POLICIES AGREEMENT
THIS FORM MUST BE SIGNED AND SUBMITTED BEFORE YOUR ACCOUNT CAN BE OPENED.

Company Name: ____________________________________________________________

Do you sell healthcare products on the Internet?
  □ No
  □ Yes. Please list all website URLs on which you either sell or advertise healthcare products:
  ____________________________________________________________
  ____________________________________________________________
  ____________________________________________________________

AGREEMENT

By submitting this application, you certify that you have read and understand the
EltaMD Online Selling Policy and that the information supplied by you in this form is correct.

Accepted by (name): ____________________________  Title: ____________________________  
Signature: ____________________________  Date: ____________________________

Company Name: ____________________________________________________________  
Company Address: ____________________________________________________________  
City: ____________________________  State: ________  ZIP Code: ____________________________
Email Address: ____________________________________________________________  
Phone Number: ____________________________  Fax Number: ____________________________

PLEASE FAX COMPLETED AND SIGNED FORM TO 972.385.7930
OR EMAIL TO CUSTOMERSERVICETEAM@ELTAMD.COM

THANK YOU.