

1. Will there be any changes to Standard Process's Minimum Advertised Price (MAP)?

Effective February 9th, 2026, the online MAP for all Standard Process® and MediHerb® products sold through direct-to-client ordering platforms (inSITE, Patient Direct, APIs, Aggregators, Distributors) will be set at 20% above Suggested List Price (SLP).

In other words, the new MAP will be the existing SLP, plus 20%. For example, the new MAP for a \$100 SLP item will now be \$120. The current MAP for a \$100 SLP item is \$110.

2. What are my MAP discount options?

You will continue to have the flexibility of setting patient pricing in a way that best supports your practice. You can select one of three options:

Option 1: New MAP of 20% above SLP

Your account will automatically update to our new pricing model on February 9th, 2026. Unless you take action, this is the standard option.

Option 2: Revert to MAP of 10% above SLP

By contacting **inSITE Support (insite@standardprocess.com)** OR our **Customer Care team (800-558-8740)**, you can maintain the current MAP model.

If you choose this option, your patients will not see the discounted option until they reach the checkout page. For any additional questions, our Customer Care team is available.

Option 3: Subscribe & Save (10% Discount for Patients)

This discount is applied at checkout when a patient enrolls in Auto Ship. Please note this patient-facing incentive can only be applied at checkout and does not change the underlying pricing model used to calculate HCP remuneration or SP share.

3. How do these options affect patient pricing and HCP remuneration?

Please see this example for a \$100 SLP item:

Pricing Model	Patient Price	HCP Remuneration	HCP Remuneration
New MAP (SLP + 20%)	\$120	\$54	45%
Current MAP (SLP + 10%)	\$110	\$44	40%
SLP	\$100	\$34	34%

4. What else should I know about these options?

Please keep in mind that HCP remuneration is based on the selected pricing model, not on discounts applied at checkout. Only MAP may be advertised, and discounts are applied at checkout only.

5. How can I manage these discounts?

Discounts can be updated through Patient Direct under Standard Process — Office Information. For templated websites, you must request changes through the inSITE Support Team or select them at the time of registration via the registration form.

6. Are there any changes to drop ship?

There is no change to the MAP policy for drop ship customers. Orders over \$150 qualify for free shipping. Orders under \$150 will have a fee of:

- \$7: UPS Ground Saver
- \$12: UPS Ground

7. Where can I find the updated pricing?

- Updated pricing will be available in your account.
- Click My Account then Product Price List.
- You will see the homepage and a link to the **January 8, 2026** eblast. Reminder will be sent on January 22nd, 2026.

8. Will price lists in dropdown menus update immediately?

No. Dropdown menus will *not* update until the system updates on **February 9th, 2026, at 4:30 p.m. CT**. We appreciate your patience as our team works to make these updates!