

CoQ10 Association Code of Ethics and Business Practices

The CoQ10 Association and its members consolidate a voice for the CoQ10 category and work to protect the category from those that would willfully or unknowingly exploit it through poor quality or adulterated products. This Code of Ethics & Business Practices reflects the ethics of the CoQ10 Association and its members. All members of the CoQ10 Association espouse a commitment to the values of personal integrity and ethical corporate behavior and hold customer safety paramount.

1. The CoQ10 Association and its members are committed to establishing CoQ10 category-wide quality standards and to preventing adulteration.

A primary focus of the CoQ10 Association will be to establish quality standards and to promote these standards to the organization's key stakeholders. The association will work to provide a measure of assurance of the level of quality in the CoQ10 marketplace through ingredient and product testing and to continue to raise awareness and education of the benefits and science supporting it.

2. CoQ10 Association members must conform to the Association's Bylaws, Code of Ethics and Business Practices, and any other policies and regulations of the Association.

3. The CoQ10 Association and its members must confirm to all the regulatory requirements of their respective federal, state and local governments, as well as the requirements in jurisdictions in which they do business.

The CoQ10 Association members recognize the critical role of laws and regulations and the government agencies that enforce them to ensure the best interests of the public are promoted and protected.

4. The CoQ10 Association and its members will adhere to fair and honest business practices including:

- All business transactions should be conducted in a fair and truthful manner, including all dealings with vendors and customers;
- Members will not engage in false or misleading advertising;
- Members may identify themselves as a CoQ10 Association member in advertising and marketing materials, however CoQ10 Association involvement should not be used for personal or partisan gain. Members should not infer CoQ10 Association endorsement of any of their products unless given permission in writing to do so.

5. The CoQ10 Association members agree to never discuss or exchange information related to the following areas as they are generally recognized as unlawful or in violation of anti-trust laws:

- Prices or pricing
- Credit terms, discounts, or elements of the terms and conditions of sale
- Profit levels, costs or market shares
- Boycotts or agreements not to deal with competitors, customers or suppliers
- Allocation or division of markets or customers

6. The CoQ10 Association members agree to conduct themselves in a professional manner with all customers, prospects, competitors and regulatory agencies, and ensure all representations made in business operations are accurate and consistent.

7. The CoQ10 Association (CoQ10A) and its members recognize the value of investing in science, substantiation, and intellectual property. As such, we urge commitment to proper attribution of science and IP. CoQ10A members that utilize publicly available scientific research should provide the funder/product being studied recognition where designated.

Members are encouraged to fund and work cooperatively on CoQ10 industry-wide trade issues.

Should the business conduct of any member become prejudicial to the character and welfare of the Association, or if any member exhibits conduct in any way contrary to or in violation of this Code or the Association Bylaws, such conduct will be referred to the Executive Committee, for its consideration which could include Suspension, Expulsion, and Reinstatement of Membership as defined by the by-laws CoQ10 Association.

CoQ10

I, _____ (name), representing _____, (company) hereby acknowledge our support for the above code and for the association and its initiatives and work plan.

Signature

Date