



MEMBERSHIP LEVELS

There are four tiers of NAXA membership:

Founding Board Members

\$100,000 Annual Dues

This level is for NAXA Founders

- Membership provides automatic seats on NAXA's boards and sub-committees.
- Executive Board meetings by teleconference
- All benefits for Executive Board, Executive, and Associate levels also apply

Executive Board Membership

\$65,000 Annual Dues

Executive Board Members receive exclusive, detailed market data, market assistance, and consumer studies. The Executive Board Members are responsible for (i) approving public relations and budgets for NAXA initiatives and (ii) taking the major actions involving voting rights and organizational structure.

- Global Astaxanthin Annual Market Review for ingredients
- Access to Astaxanthin Product Database
- All benefits for Executive and Associate levels also apply

Executive Members (non-voting)

\$35,000 Annual Dues

Executive Level membership permits quality-driven natural algae astaxanthin ingredient manufacturers who provide astaxanthin derived from *Haematococcus pluvialis*, to cultivate initial partnership with association activities.

- Use of NAXA logo on your marketing materials
- Participation in NAXA Verification Program
- Access to member updates and presentation library
- Eligible to serve on NAXA Association committees
- All benefits for Associate level also apply

Associate Level (non-voting)

\$15,000 Annual Dues

This membership level is intended for individuals and entities with astaxanthin related products, or with vested interest in the natural algae astaxanthin industry, including practitioners, clinics, and scientific journals.

- Access to NAXA member newsletters
- Detailed listing of your company on the NAXA website (Astaxanthin.org)



Membership Registration

Contact info@astaxanthin.org with questions.

Company Name: _____

Mailing Address: _____

City/State/Postal Code/Country: _____

Company Website: _____

Primary Company Representative Information

Name: _____ Title: _____

Telephone: _____ Email: _____

Secondary Company Representative Information

Name: _____ Title: _____

Telephone: _____ Email: _____

Membership Level

- Executive Board (\$65,000/year)
- Executive Level (\$35,000/year)
- Associate Level (\$15,000/year)

Payment Options

- Once per year (no surcharge)
- Every six months (\$125 surcharge per payment)
- Every three months (\$250 surcharge per payment)

Each corporate entity selling natural algae astaxanthin in your organization must join NAXA separately. However, if multiple companies from the same corporate family are joining NAXA, each individual company is eligible for a group discount. Have other entities in your corporate family already joined NAXA or are they joining with your organization?

- Yes No



Please sign and certify the information provided:

I certify that the information included with this application is true and complete to the extent of my knowledge and I understand that my signature below indicates my obligation to fulfill my commitment.

This application will be complete only when NAXA has received the above information and payment in the appropriate amount. Dues are non-refundable once NAXA has approved the application.

I, and my organization, understand that by completing this affidavit, I am indicating my compliance with NAXA's Code of Ethics & Business Practices (attached).

I have read the Code of Ethics & Business Practices and certify that our company is in compliance and is committed to the values of personal integrity and ethical corporate behavior, ensuring that customer and consumer safety is paramount.

Company: _____

Contact: _____ Title: _____

Signature: _____ Date: _____



Natural Algae Astaxanthin Association
("NAXA")
Code of Ethics and Business Practices

This Code of Ethics & Business Practices reflects the ethics of NAXA. All members of the NAXA espouse a commitment to the values of personal integrity, ethical corporate behavior and holding Customer Safety paramount.

Only an active and supportive membership, one that shares a commitment to responsible action and business practices, can give real meaning to the words contained here and make this document reflective of a vital and growing demand, awareness and education for Astaxanthin derived from Natural Algae.

Conformity

Members must conform to the Bylaws, Code of Ethics & Business Practices, and any other policies and regulations of the Association.

Members must conform to all the regulatory requirements of their respective federal, state and local governments.

Fair and Honest Business

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 NAXA member in advertising and marketing materials. However, Association involvement should not be used for personal or partisan gain. Members may not infer NAXA endorsement of any of their products unless given permission in writing to do so.

Members should 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 condition 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

Members should conduct themselves in a professional manner with all competitors and regulatory agencies.

Members are encouraged to fund and work cooperatively on Natural Algae Astaxanthin industry-wide trade issues.

Should the business conduct of any member becomes 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 Board, for its consideration which could include Suspension, Expulsion and Reinstatement of Membership as defined by the by-laws of NAXA.