

**PERFECTO CONTESTS
OFFICIAL RULES**

1. The contest is sponsored by Pureology and L'Oréal Professionnel. The contest is open in all of Canada for all participants at the Cantin Perfecto event in 2023 and starts on May 7th at 00 h 00, and closes on May 7th, at 23 h 59 (ET).

Eligibility

2. The contest is open to residents of Canada who have reached the age of majority in their province of residence. Employees, representatives and agents of the contest sponsors, their respective advertising and promotional agencies, affiliated and related companies, and members of the immediate family (parents, children, siblings and spouse, regardless of where they live) and household of such employees are not eligible.

How to Enter Perfecto World Tour Event Contest

3. You may enter the contest by one of the following options:
4. Visit the contest website <https://cloud.mail.professionalproducts.loreal.ca/lp-perfecto-contest-en> and click on the contest icon on the home page. An electronic entry form will appear on the screen. Fill out the entry form, while making sure that all the mandatory fields are filled out. Once filled, click the «Send» button, no later than May 7th , at 23 h 59(ET).
5. By entering, all Entries become the property of Sponsor and will not be acknowledged or returned.
6. BY SUBMITTING AN ENTRY, YOU AGREE THAT YOUR ENTRY COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE SPONSOR WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF YOUR ENTRY AND THE SPONSOR SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE RULES.
7. LIMIT OF ONE (1) ENTRY PER PERSON OR BY CIVIC ADDRESS OR BY E-MAIL. SPONSOR WILL VOID ALL DUPLICATE ENTRIES. IF DECLARED A WINNER, ENTRANT MAY NOT RE-ENTER THE CONTEST OTHERWISE THIS WILL RESULT IN IMMEDIATE DISQUALIFICATION.
8. NO PURCHASE NECESSARY.

Prizes

GRAND PRIZE

9. There is one trip to win for the winner and a guest, for 3 nights, to LA for our World Tour event including 2 flights to Los Angeles, USA, one double occupancy room for 3 nights and 2 tickets to participate in our World tour event for an approximate retail value of \$5000 CAD total.
 - a) Round trip economy air transportation for the winner and guest, from the airport nearest to the winner's place of residence and the airport near the location of the hotel;

- c) Standard accommodation, double occupancy, for 3 nights, in a 3 star hotel;
- d) World Tour event tickets include: 2 days interactive learning, 2 mannequin heads, Cocktail party, Continental breakfast & lunch/daily

The activity details are at the discretion of the contest sponsor.

10. The following conditions apply:

- a) Winners and guests will be responsible for all expenses not specifically described above as included in the Prize, including meals, ground transportation, insurance, tips, and any other personal expenses, taxes, surcharges and issuance or other fees;
- b) Trip must be completed Between October 21st and October 23rd during our World Tour event, otherwise might be void; Some restriction may be applied as to the choice of dates and choice of dates is subject to availability and value of the price for such a period and any other restrictions that may apply in such time. The final decision of the travel dates are decided by the Sponsor. The prize Winner must travel within prescribe timeline, or the trip can be cancelled with no compensation;
- c) Reservations must be communicated by Winner directly to the Contest Sponsors 30 days before scheduled date of departure all depending on availability. Winner will have to communicate his name and that of his traveling companion as it appears in passport. Once reservations have been confirmed, all post requested changes will be declined;
- d) Choice of event and reservations must be communicated by winner directly to the contest sponsors or contest sponsors designated agency as the case might be, at least 20 days before scheduled date of departure and will depend on availability. Some restriction may apply as to the choice of dates and choice of dates is subject to availability and value of the price for such a period and any other restrictions that may apply in such time. The final decision of the travel dates are decided by the sponsor. The prize winner must travel within prescribe timeline, or the trip can be cancelled with no compensation. Winner will have to communicate his name and that of his traveling companion(s) as it appears in passport. Once reservations have been confirmed, all post requested changes will be declined;
- e) If winner is a minor, his/her parents or legal guardian will be asked to accompany the winner;
- f) Winner and guest(s) must travel together and depart from the same airport;
- g) If at time of reservation there were to be no more tickets available for the event or if the event were to be cancelled, this portion of the prize will be annulled and sponsors reserve the right, at its discretion, to give tickets of similar value for another event/activities of similar value or compensate, in monetary form, the equivalent value of the tickets which were to be awarded. If the winner and his guest do not want to participate to one of the event/activities, no compensation will be providing;
- h) Winner and guest(s) must have valid documents for travel to Los Angeles, USA. The Prize will be forfeited if: a) the proper travel documents are unattainable for any reason within the time required by Sponsor; b) winner is unable or unwilling to travel on the dates required; c) the winner does not have the right, at the time of being selected in the draw and at the time of the trip, to re-enter Canada after leaving the country; or d) if any immigration complications arise which prevent a winner and/or guest from entering Los

Angeles, USA. In the latter event, the winner or guest, as the case may be, will be solely responsible for arranging and paying for travel back to the point of origin. Any prize forfeited may, at Sponsor's option, be awarded to an alternate entrant;

- i) Approximate value of trip is based on an average value which considers airfare, accommodations and tickets for event, which can vary depending on point of departure, availability in regards to accommodations and tickets for event. If actual value of prize proves to be lower than the approximate stated value, sponsors will not offer compensation to cover the difference.

How to Enter SOCIAL MEDIA CONTEST

11. You may enter the contest by one of the following options:
 - a. Capture your Perfecto photo moment at our photo booth!
 - b. Share your Perfecto photo moment and tag* us on Instagram for a chance to win a product bundle, valued over \$700!
 - i. *@LorealPro_Education_Canada
 - ii. *@PureologyEducationCanada
 - iii. *#GameOn
12. Visit the contest website <https://cloud.mail.professionalproducts.loreal.ca/lp-perfecto-contest-en> for additional details.
13. By entering, all Entries become the property of Sponsor and will not be acknowledged or returned.
14. BY SUBMITTING AN ENTRY, YOU AGREE THAT YOUR ENTRY COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE SPONSOR WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF YOUR ENTRY AND THE SPONSOR SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE RULES.
15. UGC can be in English or French.
16. By entering, all Entries become the property of Sponsor and will not be acknowledged or returned.
17. BY SUBMITTING AN ENTRY, YOU AGREE THAT YOUR ENTRY COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE SPONSOR WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF YOUR ENTRY AND THE SPONSOR SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE RULES.
18. UGC must NOT contain material which is (or promoting activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating, discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing; any off-label use, or material that contains any derogatory references to any Contest Entities; or any third parties.
19. UGC must not contain any inappropriate (in the sole discretion of Sponsor) clothing or adornment.

20. UGC must not contain any references to or depictions of use of the product other than as specifically set forth on the product packaging.
21. UGC must not contain the last name, phone number(s), address, or email address of any person, including the entrant.
22. UGC must not contain or otherwise make available any unsolicited or unauthorized advertising, “commercial pitch,” promotional materials, junk mail, spam, pyramid schemes, or any other form of solicitation.
23. UGC must not contain or transmit any materials that contain software viruses or other computer code, files or programs designed to impair, limit, interfere with or cause harm to any communications network operated by any of the Contest Entities or the computers of any individual or entity participating in or otherwise associated with the Contest.
24. UGC and lyrics must be entirely original to the entrant and must NOT include mention of any famous or notable entity or person(s) whether living or deceased or performance of any copyrighted media production including but not limited to music (other than the Tracks provided on the Website by Sponsor (the “Sponsor Materials”), films, books, television programming, etc., or identifying descriptions of any media property.
25. UGC must NOT have been previously submitted to another contest, broadcast on a media network or submitted to any entertainment entity that would conflict with this Contest, as determined in the Contest Entities’ sole discretion.
26. UGC must NOT include third party names, brand names, trademarks, logos, insignia, location signage, photographs, artwork, or sculpture, except for those belonging to Sponsor.
27. UGC must comply with the YouTube Terms of Use (<http://www.youtube.com/t/terms>) and the YouTube Community Guidelines (http://www.youtube.com/t/community_guidelines).
28. LIMIT OF ONE (1) ENTRY PER PERSON OR BY CIVIC ADDRESS OR BY E-MAIL. SPONSOR WILL VOID ALL DUPLICATE ENTRIES. IF DECLARED A WINNER, ENTRANT MAY NOT RE-ENTER THE CONTEST OTHERWISE THIS WILL RESULT IN IMMEDIATE DISQUALIFICATION.
29. NO PURCHASE NECESSARY.

SOCIAL MEDIA PRIZE(S)

30. Win a product bundle from L’Oréal Professionnel & Pureology of an approximate retail value of \$ 700 CAD total.

Selection of Winners

31. At approximately May 8th , at 12 h 00, PM (ET) in Montreal, a random draw will be conducted by the L’Oréal Professionnel & Pureology teams for the prizes from all eligible entries received. The odds

of winning a prize will depend upon the total number of eligible entries received before the contest closes.

Prize Claim

32. In order to be declared a winner and be able to claim prize, each person which will have its name drawn randomly will have to:
- a) Be reached by telephone or e-mail by the contest sponsors within five (5) days following draw;
 - b) Correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered by phone, e-mail or on the ballot.

In the event that any one of the conditions mentioned herein is not respected, the selected participant's entry will be void and a new draw will be conducted following the official contest rules until a new winner is selected.

33. Winner will be asked to fill out and sign a *Declaration & Release Form* and **return** it to contest sponsors, to the specified address, within ten (10) days following receipt of the document.
34. Upon reception of the *Declaration & Release Form* duly filled and signed by chosen participant, sponsors will either directly send the prize to the address provided on form or, sponsors will mail instructions to chosen participant with instructions on how to claim prize.

In the case of a direct delivery to winner's address, a 4 to 6 weeks delay following reception of the *Declaration & Release Form* applies.

General Terms and Conditions

35. In the event that the contest winner is a minor, his/her parent or legal guardian, will be asked to sign the appropriate legal documents in order claim prize.
36. All information provided by participant must be complete and accurate. Sponsors will not be held responsible for any and all telephone problems, unclear voice mail messages, a late / incomplete / erroneously sent prize claim. For any and all incomplete, distorted, late and reproduced entry ballot, which will be annulled and will void eligibility for prize claim.
37. Contest Sponsor reserves the right at its sole discretion to disqualify any individual from the Contest and to ban the individual from any future contest of the Sponsor that it finds or believes to be tampering with the entry process or the operation of the Contest or Contest Website; to be acting in violation of the Official Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.
38. If it is discovered that attempts were made by a registered entrant (or any individual purporting to be a registered entrant) to: (i) enter/vote more than once per registered entrant per day during the contest period. (ii) use any automated, script, macro or robotic program(s) to enter/vote (iii)

engage in systematic entering/voting in the same day from the same computer/IP address (including but not limited to the creation of false email addresses or social media accounts); then it may result in the disqualification, in the sole and absolute discretion of the Contest Sponsor, even if the entrant was declared a winner.

39. **WARNING:** ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
40. Prize must be accepted as awarded. NO SUBSTITUTION OF PRIZES IS PERMITTED EXCEPT BY SPONSOR IN ITS SOLE DISCRETION. SPONSOR RESERVES THE RIGHT TO SUBSTITUTE ANY PRIZE WITH ANOTHER PRIZE OF EQUAL OR GREATER VALUE, IF A PRIZE CANNOT BE AWARDED AS DESCRIBED FOR ANY REASON. PRIZES ARE NON-TRANSFERABLE AND ARE NOT REDEEMABLE FOR CASH OR CREDIT, IN WHOLE OR IN PART.
41. Entrants agree to abide by the terms of these Official Rules and by all decisions of the Sponsor, which are final in all matters pertaining to the Contest. Contest is subject to all applicable laws. By entering/voting, participants release and hold harmless Sponsors, its affiliated and related companies and advertising, promotion agencies and all of their respective directors, officers, shareholders, employees, agents, successors and assigns from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Contest or any prize won. Winners will be required to sign and return, within the time period indicated on the documents, a Declaration of Compliance with Contest Rules and a full Liability and Publicity Release and/or any other document.
42. By entering, you consent to Sponsor's use, should you become a winner, of your name, place of residence and photograph or other likeness, and your testimony without further compensation or notice, for publicity, advertising or informational purposes in any media or format (including the Internet) in connection with the products, this Contest, or future similar contests. By entering, you declare that you have complied with the Contest Rules
43. All entries become the property of Sponsor and will not be returned to entrants. If a selected entrant's entry is an Internet entry, the selected entrant may be required to provide Sponsor with proof that the selected entrant is the authorized account holder of the e-mail address associated with the selected entry.
44. For the purpose of the present contest, the participant is considered to be the person whose coordinates appear on the contest entry form or ballot. It is this person whom will be asked to answer the mathematical skill-testing question. It is also the person to whom the prize will be awarded if all contest conditions are met. Sponsors reserve the right to request a piece of i.d. prior to prize remittance.

Limitations of Liability

45. This Contest is in no way sponsored, endorsed or administered by, or associated with, Cantin. You understand that you are providing your information to @LorealPro_Education_Canada. The information you provide will only be used as stated in the "Contest Rules" is completely released

of all liability by each Entrant (and, if the entrant is at least 18 but under the age of majority in his/her province/state/territory of residence, his/her parent or legal guardian) for this Contest. Any questions, comments or complaints regarding the Contest must be directed to Sponsor or the Contest Administrator.

46. Without limiting the release, and for greater certainty, the Contest Entities will not be liable for: a) any incorrect or inaccurate information, whether caused by Contest Website users or by any equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of entries in the Contest; b) any error, omission, interruption, deletion, defect or delay in operation of the contest website or any transmission in connection with the Contest; c) any communications line failure, theft, destruction or unauthorized access to, or alteration of, entries; d) any problems with, or technical malfunction of, any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, or failure of e-mail which may occur for any reason whatsoever, including technical problems or traffic congestion on the Internet or at any website or combination thereof; or e) any injury or damage to participants' or to any other person's computer related to or resulting from participating or downloading materials in this Contest. If the Contest is not capable of running as planned for any reason, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Contest Entities which corrupt or affect the administration, security or proper conduct of this Contest, Sponsor reserves the right at its sole discretion to, without advance notice, terminate or suspend the Contest, in whole or in part, or modify it in any way, subject to the approval of the *Régie des alcools, des courses et des jeux* in respect of residents of Quebec.
47. By participating or attempting to participate in the present contest, all individuals release the contest organizers, their advertising and promotional agencies, their employees, agents and representatives from any damage that could be incurred due to their participation or attempted participation in the contest.

Quebec Residents

48. Any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purposes of helping the parties reach a settlement.
49. The masculine gender is used in no discriminatory fashion, simply to facilitate composition.

Privacy

50. The Contest Sponsor is collecting personal data about entrants for the sole purpose of administering this Contest. No further informational or marketing communications will be received by the entrant unless the entrant provides the Sponsor with explicit permission to do so as indicated on the entry form where it asks the user if they would like to receive additional communication from the Sponsor. Please see our Privacy Policy at <https://www.lorealprofessionnel.ca/ca-en/privacy-policy> & https://brandassets.lorealpublications.com/pureology/Pureology_wbsite/Pureology_Privacy_Policy.pdf