

Date: July 16, 2019
Client: Conopco, Inc., d/b/a Unilever
Promotion: The Your Beauty Best Instant Win Game
Subject: Official Rules – FINAL



Legal Mandatories:

No Purchase Necessary. Void where prohibited. Open to legal residents of the 50 U.S. and D.C., who are 18 years of age or older. Starts 12:00 a.m. ET on 7/17/19; ends 11:59 p.m. ET on 7/30/19. For complete rules, visit www.discoveryourbeautybest.com.

THE YOUR BEAUTY BEST INSTANT WIN GAME OFFICIAL RULES

NO PURCHASE NECESSARY TO PLAY OR WIN. VOID WHERE PROHIBITED. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **PROMOTION PERIOD:** The Your Beauty Best Instant Win Game (“**Promotion**”) begins 12:00 a.m. Eastern Time (“**ET**”) on July 17, 2019 and ends 11:59 p.m. ET on July 30, 2019 (“**Promotion Period**”).
2. **ELIGIBILITY:** The Promotion is open only to legal residents of the 50 United States and D.C., who are 18 years of age or older as of the date of entry. Employees of Conopco, Inc., d/b/a Unilever (the “**Sponsor**”), their respective parent companies, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies (collectively, “**Promotion Entities**”) and their immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each (whether related or not), are not eligible to participate or win. Void where prohibited by law. This Promotion is subject to all applicable federal, state, and local laws and regulations.
3. **HOW TO REGISTER AND PLAY THE GAME:** During the Promotion Period, visit www.discoveryourbeautybest.com (the “**Website**”), complete the on-screen registration form to find out if you are a Prize winner (“**Game Play**”).

There is a limit of one (1) Game Play per person, per day. Normal internet access and usage charges imposed by entrant’s online service may apply and are entrant’s sole responsibility. If entering via a mobile device, normal phone/data and usage charges imposed by entrant’s phone service may apply and are entrant’s sole responsibility.

4. **PRIZE, APPROXIMATE RETAIL VALUES (“ARVs”) AND APPROXIMATE ODDS OF WINNING:** Prize (600 total): **A box of Sponsor-selected Unilever personal care products. The ARV of each Prize is \$4.10. The approximate odds of winning are 1 in 50.**

Limit one (1) Prize per person during the Promotion Period. Prizes are nontransferable, non-assignable, and no substitution or cash redemption is allowed. Unclaimed prizes will not be awarded.

5. **WINNER NOTIFICATION:** The potential Prize winners will be notified by email and must confirm his/her mailing address and eligibility within two (2) days of notification attempt or prize will be forfeited.
6. **INSTANT WIN GAME VERIFICATION:** If you receive a “win” message, you will be deemed a potential winner, pending verification of your eligibility and compliance with these Official Rules, as determined by the Sponsor in its sole and absolute discretion. All potential winning Game Plays are subject to verification by Sponsor, whose decisions are final and binding. You are not an Instant winner of any prize, even if the Game Play should so indicate, unless and until your eligibility and the potential winning Game Play have been verified and you have been notified that verification is complete. All material submitted becomes the sole property of the Sponsor and will not be returned. Sponsor will not accept screen shots or other evidence of



winning in lieu of its validation process. Any Game Play that occurs after any possible system failure for any reason or is deemed a defective play, Game Play is void, and will not be honored. In no event will the Sponsor be obligated to award more than the stated number of prizes. In the event more Game Plays are determined as winners than are indicated in these Official Rules, all those notified as winners will be included in a random drawing to select the appropriate number of winners. Use of automated Game Play devices or programs is prohibited. The Sponsor and its agencies assume no responsibility for any injury or damage to participants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Promotion.

If there is a dispute as to the identity of an entrant, it will be determined that the Game Play will be declared to be made by the email address associated with the Game Play. The potential winner may be required to show proof of being the owner of the email address.

7. **GENERAL RULES:** Acceptance of any prize constitutes permission to use winners' names, photographs and likenesses for publicity purposes without further compensation except where prohibited by law. All applicable taxes on the prizes are solely the responsibility of the winners, as applicable. Entrants agree to be bound by these Official Rules and the decisions of the Sponsor. By accepting a prize, winners agree that the Promotion Entities, will have no liability whatsoever for, and will be held harmless by winners for any liability, for any injury, loss or damages of any kind to persons, including death, and property, due in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of a prize or participation in this Promotion or participation in any Promotion or prize related activity. All Game Plays become the sole property of Sponsor and none will be returned. If for any reason the Promotion is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Promotion. In the event of cancellation of the Promotion, Sponsor will award all Instant Win prizes properly claimed throughout the Promotion Period prior to the date of cancellation. Sponsor is not responsible for typographical or other error in printing of the Promotion or administration of the Promotion or announcement of the prizes. If there are any discrepancies between printed materials and the Official Rules, the Official Rules will govern and control. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Game Plays. Sponsor and any administrator are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications, whether caused by the sender, by any of the equipment or programming associated with or utilized in the Promotion, which may limit the ability to participate, or by any human error which may occur in the processing of the Game Plays and administration of the Promotion. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the Game Play process or the operation of the Promotion or Website; violates these Official Rules; acts in an unsportsmanlike or disruptive manner; or acts with intent to annoy, abuse, threaten or harass any other person. The use of script, macro or automated devices (or any other devices intended to automate or subvert any aspect of participation) to play is prohibited. If administrator, in its sole discretion, determines that an entrant has used an automated or similar device to play or is otherwise in violation of these Official Rules, all Game Plays and prize claims from that entrant will be void. Caution: any attempt by an entrant to deliberately undermine the legitimate operation of the Promotion may be 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.



8. **GOVERNING LAW:** ANY CONTROVERSY, CLAIM, ACTION OR PROCEEDING ARISING OUT OF OR RELATING TO THIS AGREEMENT AND ALL MATTERS OR ISSUES COLLATERAL THERETO SHALL BE GOVERNED BY THE LAWS OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO THE PRINCIPLES OF CONFLICTS OF LAW THEREOF. THE UNDERSIGNED AGREE AND CONSENT THAT JURISDICTION AND VENUE OF ALL MATTERS RELATING TO THIS AGREEMENT SHALL BE VESTED EXCLUSIVELY IN THE FEDERAL, STATE AND LOCAL COURTS LOCATED WITHIN THE STATE OF NEW YORK.

9. **PRIVACY POLICY:** Any personally identifiable information collected during an entrant's participation in this Promotion will be collected by the Sponsor or their agent and used by Sponsor, their affiliates, agents, and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules, and in accordance with the Sponsor's Privacy Policy as stated at <https://www.heb.com/static-page/article-template/privacy-policy>.

10. **SPONSOR/ADMINISTRATOR:** The Sponsor of the Promotion is Conopco, Inc., d/b/a Unilever, 800 Sylvan Ave, Englewood Cliffs, NJ 07632. The Administrator of the Promotion is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.