

Mary Kay "Try It" Contest

Give the Mary Kay Experience a Try for a chance to win a NYC Beauty Insider Trip!

Winner and his/her guest must be able to travel to New York City May 4th – 6th, 2018 to receive the Grand Prize.

Contest Official Rules ("Official Rules")

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW OR REGULATION. ENTRANT MUST BE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. You are providing your information to Mary Kay Inc. ("Mary Kay") and information you provide will only be used in accordance with the Mary Kay privacy policy.

1. Eligibility: The Try It Contest ("Contest") is open only to legal residents of the 50 U.S. states and the District of Columbia, 18 years of age or older at the time of entry and who have made contact with a Mary Kay Independent Beauty Consultant. Employees, officers, directors and agents of Mary Kay Inc. ("Sponsor" and "Judge"), Cohen-Friedberg Associates, LLC, ("Administrator"), Mary Kay Independent Beauty Consultants, and their respective parents, subsidiaries, affiliate companies and advertising and promotion agencies and prize suppliers (collectively the "Released Parties"), as well as the immediate family (spouse, and parents, siblings, and children and their respective spouses, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible. Subject to all applicable federal, state, and local laws, and regulations. Void where prohibited.

2. Sponsor/Judge and Administrator: Sponsor/Judge: Mary Kay Inc. 16251 Dallas Parkway, Addison, TX 75001. Administrator: COHEN-FRIEDBERG ASSOCIATES, LLC, Framingham, MA 01702 www.cfapromo.com.

3. Agreement to Official Rules: Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and legally binding in all respects.

4.

A. Timing: Contest entry begins Monday, January 15, 2018 at 12:01 a.m. Eastern Standard Time ("EST") and ends Saturday, March 31, 2018 at 11:59:59 p.m. EST ("Entry Period"). All eligible entries received during the Entry Period will be judged based on predefined judging criteria as later described in these official rules to determine the winning entries. Administrators designated computer server is the official time-keeping device for Contest.

B. Winner Selection and Notification: Up to five (5) entries with the highest Judges scores will each receive a prize. Prize winners will be announced on or about Monday, April 9, 2018. Potential winners will be notified by email, mail, Instagram Direct Message or phone using the contact information provided at the time of entry. Sponsor shall have no liability for any notification that is lost, intercepted or not received for any reason. If, despite reasonable efforts, any potential winner does not respond within two (2) days of the first notification attempt, or if prize notification is returned as unclaimed or undeliverable, such potential winner will forfeit prize and an alternate potential winner may be selected. If any potential winner is found to be ineligible, or if has not complied with these Official Rules or declines a prize for any reason, such potential winner will be disqualified and at Sponsor's discretion, an alternate potential winner may be selected. An alternate winner will be the entry with the next highest Judges score as determined by the Judge.

5. Prize: Five (5) Grand Prizes: Each winner (up to 5 in all) and the winners' Independent Beauty Consultant will receive the following:

A Trip for two (2) for the winner and a trip for two (2) for the winner's IBC to New York City to attend the Create & Cultivate Beauty Summit sponsored by Mary Kay. Prize includes the following:

- Roundtrip (coach class) air transportation from a major airport nearest the winner's home address to New York. If the winner lives within 200 miles of Manhattan, ground transportation will replace air transportation as determined by the Sponsor at its sole discretion.
- Two (2) nights' (double occupancy) hotel accommodations in Manhattan (5/4 & 5/5, 2018). Hotel to be determined by Sponsor at its sole discretion.
- \$1,500 spending money.
- Winner and guest will receive a VIP pass to attend the Create & Cultivate Beauty Summit where the winner and his/her guest will receive a beauty makeover and hair styling by professional artists and "meet and greet" influencers and celebrities (based on attendance and availability). Winners will enjoy onsite experiences such as panels and talks from keynote speakers, beauty trials and experiences, gift bags and happy hour networking.

Approximate retail value of each prize package \$3,500

Travel must be round trip. If flights are required, Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Contest, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground, transportation, meals, incidentals, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of the winner and his/her guest. Travel companion must be eighteen (18) years of age or older as of the date of departure and must travel on the same itinerary and at the same time as the winner. Travel restrictions, conditions, and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual value may vary based on airfare fluctuations and distance between departure and destination.

Winner will not receive difference between actual and approximate retail value. Prizes are non-transferable, non-refundable, and no substitutions will be made except as provided herein, in the Sponsor's sole discretion. Prize is not redeemable for cash. Sponsor reserves the right to substitute a particular prize for one of comparable or greater value. Winner is responsible for any and all applicable local, state, and/or federal taxes and fees.

Trip winner and travel companion must have valid travel documents (e.g., government issued I.D., passport, etc.) along with any other travel requirements in order to travel by plane prior to departure, and failure to do so may result in forfeiture of prize. Winner and his/her travel companion are solely responsible for satisfying all legally required conditions of travel. Winner must have a valid major credit card to check-in to a hotel.

All expenses and costs associated with prize acceptance and use not expressly stated in the package description provided herein are the sole responsibility of winner. All taxes are the responsibility of the winner.

Prize will be awarded only if the prize winner fully complies with these Official Rules. Sponsor or Sponsor's representative reserves the right to deny portions of the prize package to Winner, with no further compensation, if Winner engages in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Contest. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

6. How to Enter: You may enter this Contest via the Sponsor's Contest site located at www.marykay.com/tryitcontest or on Instagram during the Entry Period.

BY SUBMITTING AN ENTRY YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTOOD AND FULLY AGREE TO THESE OFFICIAL RULES. DO NOT SUBMIT AN ENTRY WITHOUT FIRST REVIEWING THESE OFFICIAL RULES.

There are two (2) Ways to enter this Contest.

a. Sponsor's Contest Page Entry: www.marykay.com/tryitcontest

1. Complete the required information on the registration page which includes uploading a photo of you and your Independent Beauty Consultant, with a Mary Kay product or just a selfie. Caption the photo with what you loved about the Mary Kay experience (collectively the "Eligible Entry").
2. Complete your entry by agreeing to the Official Rules and submit your entry.

b. Instagram Entry: If your Instagram account is set to "protected mode," or "private" your entry may not be visible and thus may not be received by Sponsor. Your entry method must be set to "public".

Upload your Eligible Entry along with the hashtag #MaryKayTryItContest and tagging/naming your Mary Kay Independent Beauty Consultant. Please do not tag more than one Beauty Consultant or your entry will not be eligible. Your entry will be reviewed for compliance and if it complied with the requirements above, it will be entered in to the judging process. Your eligible entry may appear on the Sponsor's "Gallery" page located at www.marykay.com/tryitcontest Instagram's terms of use (<http://instagram.com/about/legal/terms/#>) apply.

All Eligible Entries will be reviewed for compliance with the requirements in these Official Rules and if approved, your entry may appear on the Sponsor's "Gallery" page and will be included in the Contest Judging.

5. Limit: One (1) entry per person over the Entry Period.

If you opt to access the Contest via your wireless mobile device (only available via participating wireless carriers), data rates may apply for each message sent or received from your device according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone/device bill or be

deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Contest. Mobile device service may not be available in all areas. Check your mobile device's capabilities for specific instructions. Sponsor is not responsible for any charges.

Propriety of Photos and Caption Content: An Entry: (i) cannot show, contain, mention, depict, refer or otherwise allude to the name or logo of any retailer, manufacturer, brand, product, store, place of business, person, company or character (except those of the Sponsor), regardless of whether or not it is a competitor of Sponsor or competes with any of Sponsor's products; (ii) cannot show, contain materials, mention, depict, name, refer or otherwise allude to or show the likeness of any person, whether living or dead, except for the Entrant and those individuals from whom the Entrant has received consent; (iii) cannot contain, mention, refer or otherwise allude to any sexually explicit or suggestive, obscene, lewd, violent, illegal, offensive, disparaging or inappropriate words, abbreviations, language, signs, products, poses, behavior, symbols, political, personal and/or religious references or statements, (including, but not limited to, words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group); (iv) cannot promote alcohol, illegal drugs or tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (v) cannot in any manner defame, misrepresent, contain disparaging remarks or reflect negatively about Sponsor, its products, or other people, products or companies or their products, or in any way reflect negatively upon such parties or explicitly or implicitly communicate messages or images inconsistent with the positive images and/or goodwill with which Sponsor wishes to be associated, as determined by the Sponsor in its sole discretion; (vi) cannot contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses, without permission; (vii) cannot contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) without permission; (viii) cannot depict any, and cannot itself be in, violation of any law; (ix) cannot show Entrant in a professional sports team uniform on camera, or mention a team name and (x) must otherwise be in compliance with all of the provisions of these Official Rules as stated herein. The posting of an entry pursuant to the above instructions does not mean the entry has been deemed to be in compliance with these Official Rules. Sponsor reserves the right at any time during the Entry Period, without notice to the entrant who posted the entry, to remove the posting of an entry from any website controlled by Sponsor that Sponsor determines, in its sole discretion, does not comply with these Official Rules or that otherwise contains prohibited or inappropriate content and in the event of such removal, the entry will be disqualified and will not be eligible to compete for the Winner's prize.

7. Judging: All Eligible Entries will be judged by the Judge based on the following equally weighted criteria:

- Originality of submission;
- Adherence to the Contest theme (What you loved about the Mary Kay experience);
- Creativity of submission; and
- Quality of photo and caption content.

In the event of a tie, a third-party Judge selected by the Sponsor will judge the tied entries based on the above criteria to determine the Winner.

Winner Requirements: Each prize winner shall be required to verify name and complete address and to execute and return to the Administrator within four (4) days an affidavit of eligibility/W-9 taxpayer identification form and liability/publicity release covering eligibility, liability, advertising, publicity unless prohibited by law. Prize shall not be awarded until all such properly executed forms are returned. Prize winner will be notified by phone and/or by email or mail or express mail using the contact information provided at the time of entry. Administrator and Sponsor shall have no liability for any potential prize winning notification that is lost, intercepted or not received by any potential prize winner for any reason. If, despite reasonable efforts, any potential prize winner does not respond within (2) days of the first notification attempt, or if the prize notification or prize is returned as unclaimed or undeliverable to such potential prize winner, the potential prize winner will forfeit his or her prize and an alternate winner may be selected from remaining eligible entries with the highest Judges score. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential prize winner will be disqualified and an alternate winner may be selected from remaining eligible entries with the highest Judges score.

8. Release of Liability / Conditions of Participation.

A. **Transmission of Information.** Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in this Contest; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or this Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of this Contest, the uploading, the processing or random selection of entries, the announcement of the prizes or in any Contest-related materials; (5) late, lost, garbled, misdirected, inaccurate, incorrect, undeliverable, damaged or stolen entries or mail; (6) costs associated with claiming or redeeming the prizes; nor (7) loss or damages resulting from an entrant's connection to the internet via any of the websites contained herein. Released Parties are not responsible for any incorrect, mis-transcribed, misdirected or undeliverable entries, E-mail transmissions, incorrect announcements of any kind, or for any technical problems of any kind, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor assumes no responsibility for late, lost, incomplete, inaccurate or damaged entries, or undeliverable E-mails resulting from any form of active or passive E-mail filtering by a user's Internet service provider and/or E-mail client or for insufficient space in user's E-mail account to receive E-mail. Sponsor does not accept responsibility for any damage (whether material or non-material) caused to entrants, to their computer equipment or to data which is stored on them, or to their personal, professional or commercial activities. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor or Administrator.

B. **Reservation of Rights.** Sponsor reserves the right to cancel, suspend, and/or modify this Contest, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of this Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine winners from among all non-suspect, eligible entries received up to time of such action or as otherwise deemed fair and appropriate by Sponsor. Administrator, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of this Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated entries. The preceding in no way precludes Sponsor from taking other actions against such individuals so as to protect its rights. Sponsor's failure to enforce any provision of these Official Rules in a given circumstance does not constitute the waiver of such provision.

C. **Consent of Parties:** By entering, entrant affirms that he/she has the consent of all parties portrayed or depicted in the entry photo to upload such photo and enter it into the Contest, and unconditionally assigns and transfers to Sponsor all rights, title, interest and claim, which it now has or may in the future have to his/her photo entry and any element(s) embodied therein. Sponsor and its designees shall have the right to edit, publish, use, adapt, reproduce, exploit, modify or dispose of any entry and all elements of such entry, online, in print, film, television, or in any other media now or hereafter known throughout the world.

D. **Release and Indemnity.** By participating, entrant indemnifies, releases and agrees to hold harmless the Released Parties, their parents, affiliates and subsidiaries, and other entities involved in the development / production / administration of the Contest, and the directors, officers, agents, representatives, shareholders, employees, successors and assigns of any of the above organizations, from any and all liability for loss, harm, damage, injury, cost or expense whatsoever, including without limitation, property damage, personal injury (including emotional distress), and/or death, arising from participating in the Contest, any Contest-related activity and/or acceptance, receipt, possession or use/misuse of any prize and for any claims or causes of action based on publicity rights, defamation or invasion of privacy and merchandise delivery.

9. FORCE MAJEURE. If, for any reason, the Contest (or any part thereof) is not capable of running as planned by reason of computer virus, bug, system malfunction, tampering, unauthorized intervention, fraud, technical failures, fire, flood, storm or other natural cataclysm, riot, strike, civil commotion, governmental regulation or any other causes beyond the control of Sponsor which, in its sole opinion, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest (or any part thereof), Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest and conduct the Contest selecting the prize winner(s) from among all Eligible Entries received for such affected Entry Period prior to the action taken by Sponsor or otherwise in a manner which is fair, equitable and in accordance with these Official Rules, as determined by Sponsor in its sole discretion.

10. DISPUTE RESOLUTION/GOVERNING LAW. To the fullest extent permitted by law, by participating in the Contest, you agree that: (a) any action at law or in equity arising out of or relating to these Official Rules or this Contest shall be filed exclusively in the federal or state courts of the State of Texas, and you hereby consent and submit to the personal and exclusive jurisdiction of such courts for the purposes of litigating any such action; (b) any such action shall be resolved individually, NOT as part of a class action; (c) any claims/judgments/awards shall be limited to actual out-of-pocket costs incurred in entrant's entry into the Contest (if any), but NOT attorneys' fees, special damages, punitive damages, or consequential damages of any kind (including lost wages). These Official Rules and this Contest shall be governed by the internal, substantive laws of the State of Texas, without regard to principles of choice of laws/conflict of laws of the State of Texas or of any other jurisdiction.

11. Entrant's Personal Information: Use of Data. Sponsor and Administrator will be collecting personal data about Entrants online, in accordance with their privacy policies. Please review Sponsor's privacy policy at <https://www.marykay.com/en-us/pages/privacy-policy> and Administrator's privacy policy at <http://www.cfapromo.com/privacy/>. By participating in the Contest, Entrants hereby agree to Sponsor's and Administrator's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's and Administrator's privacy policy. You are supplying information to the Sponsor and not to Instagram. The Contest is in no way sponsored, endorsed or administered by or associated with Instagram.

12. Winners List: For winners list (available after 4/16/18), send a self-addressed, stamped envelope to: Mary Kay Try It Winners, PO Box 2312, Framingham, MA 01703-2312, for receipt by 4/23/18.