

THE SEPHORA DAILY GIFT OF BEAUTY SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The The Sephora Daily Gift of Beauty Sweepstakes ("Sweepstakes") is open to legal residents of Canada who are at least thirteen (13) years old at the time of entry. Employees of Sephora Beauty Canada, Inc., HelloWorld, Inc. and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to participate. Sweepstakes is subject to all federal, provincial and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Sephora Beauty Canada, Inc., 600 de Maisonneuve Boulevard West, Suite 2400, Montréal, Quebec, H3A 3J2, Canada. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI, U.S.A.

3. Timing: The Promotion begins on September 23, 2015 at 12:00 a.m. Pacific Time ("PT"), ends on October 2, 2015 at 11:59 p.m. PT (the "Promotion Period") and consists of ten (10) daily entry periods (each a "Daily Entry Period"). Each Daily Entry Period begins at 12:00 a.m. PT and ends at 11:59 p.m. PT. Administrator's computer is the official time keeping device for this Sweepstakes.

4. How to Enter: During the Promotion Period, visit <https://app.promo.eprize.com/sephoradailygift/> and follow the links and instructions to complete the registration form. Complete and submit the registration form, including a valid email address. You will automatically receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing. **Limit:** Each person may enter one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

Bonus Sweepstakes Entries: There are three (3) ways to earn bonus Sweepstakes entries as outlined below.

- a. Twitter:** You may click on the tweet button to tweet about the Sweepstakes. You will receive one (1) bonus entry into the Sweepstakes each time you click the tweet button, and you may perform this action one (1) time per day during the Promotion Period.
- b. LinkedIn:** You may click on the LinkedIn share button to share the Sweepstakes on LinkedIn. You will receive one (1) entry into the Sweepstakes and may perform this action one (1) time per day during the Promotion Period.
- c. Tell A Friend Program:** You will be invited to submit the names and email addresses of up to three (3) friends who must be eligible to enter the Sweepstakes. Each person that you refer will receive an email notifying him or her about the Sweepstakes. For each referral of up to three (3) friends with valid email addresses, you will be given one (1) additional entry into the Sweepstakes up to a total of three (3) additional entries per day during the Promotion Period. You may only

refer persons with whom you have an existing relationship. **FOR CANADIAN REFERRALS** - You may only provide the names and email addresses of Canadian residents if you have a family or personal relationship with them. By providing their names and email addresses, you are confirming that you have such a family or personal relationship (or you are confirming that you are not providing any Canadian residents' names and email addresses). A "family relationship" means that you are related to the other individual through a marriage, a common law partnership, or any legal parent-child relationship and have engaged in direct, voluntary, two-way communication with that individual. A "personal relationship" means that you engage or have engaged in direct, voluntary, two-way communications with the other individual and it would be reasonable to conclude you have a personal relationship, taking into consideration any relevant factors such as the sharing of interests, experiences, opinions and information evidenced in the communications, the frequency of communication, the length of time since you have communicated or whether you have met in person. If you do not have such family or personal relationship with each Canadian resident, you may be found in violation of Canadian law and subject to fines and penalties.

5. Prize Drawings: Administrator is an independent judging organization whose decisions regarding the administration and selection of potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the applicable Daily Entry Period, at approximately 12:00 a.m. ET on the next business day following the conclusion of each Daily Entry Period in Pleasant Ridge, MI, U.S.A. Non-winning Daily Entry Period entries will not carry over into subsequent Daily Entry Period drawings. Potential winners will be notified by mail, email or phone after the date of the random drawing. Potential winners will be required to correctly answer a time-limited skill testing question without any assistance in order to be eligible to receive a prize. Except where prohibited, each potential winner of a prize valued at \$600 CAD or greater (parent/legal guardian if winner is a minor in his/her place of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner cannot be contacted, fails to correctly answer the time-limited skill testing question, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release document or provide any other requested information within the required time period, potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, an alternate winner will be selected in a random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain unawarded. Prizes will be fulfilled 10 weeks after the conclusion of the promotion.

6. Prizes: There will be ten (10) daily prize categories, which are listed below. One (1) prize category will be awarded for each Daily Entry Period. The prize awarded for each Daily Entry Period will be determined by the Sponsor in its sole discretion.

Prize	Approximate Retail Value ("ARV")	Quantity
Energy Noir palette; Park Princess lipstick; Fresh Eye wipes; Tarteguard; Blush; Bronzer; Smooth Operator; Picture perfect; Opening act primer; Light camera mascara; Brazilliance tanner; Slenderizer brush; Tartiest Eyeliner; Sculptor; and Lipsurgence lip tint.	\$476 CAD	1
100% Silk Viktor&Rolf scarf and 90ml BonBon perfume.	\$500 CAD	1
Vanity Bag with sliding tray; Artisan Brush set (8 brushes & pouch); Brush Cleaner; Travel size matifying Equalizer; Travel size smoothing primer; Travel size hydrating primer; Artistic Eye shadow palette volume 1 Neutral colours; Artistic Eye	\$790 CAD	1

Shadow palette volume 2 Artistic colours; Pro sculpting duo; Travel HD powder; Travel HD compact powder; 4 x Plexi gloss (transparent, neutral, pink, pop of colour); Smoky stretch mascara; Aqua smoky extravagant; Sens'eyes; and Dany Sanz Drawing signed.		
PRO Airbrush Concealer 57; Crease Shadow Brush 73; PRO Domed Crease Brush 16; Super Nourishing Lip Balm; Luster matte long-wear lip color; Rouge Shine Lipstick 16; Rose sleeping mask; Ginseng sleeping mask; Super smoothing lip butter; Colorful Blush N3; Regal Lash; Colorful long lasting eye shadow pan N 28; Colorful long lasting eye shadow pan N 86; Velvet eyeshadow waterproof (soft brown 09); Hair ties; Breakups To Makeup bag; Colorful shadow and liner (08); Colorful shadow and liner (05); Colorful shadow and liner (01); Colorful shadow and liner (16); Colorful shadow and liner (04); The Mascara (ultra black); Colorful Waterproof Eyeliner 24HR Wear (eccentric diva); Colorful Waterproof Eyeliner 24HR; Wear (Starry Sky); Ultra Shine Lip Gel (Plum Fiction 19); Oil Infusion (Cherry cocktail); Rouge Infusion Lip Stain 03; Precious Elements Large; and Traincase.	\$840 CAD	1
Naked Palette 2; Naked Palette 3 Signed by Wende; Primer Potion; All Nighter Setting Spray; Revolution Lipstick; Moon Dust Eyeshadow; 24/7 Glide-On Eye Pencil; and Perversion Mascara.	\$500 CAD	1
Nars Audacious lipstick set and eyeliner and eyeshadow which includes NARS Audacious Lipstick x 11; NARS Lip Gloss x 2; NARS Audacious Mascara; NARS Larger Than Life Long-Wear Eyeliner; NARS Dual- Intensity Eyeshadow x 2; and NARS Single Eye Shadow.	\$433 CAD	1
Dior gift package which includes Dior Addict Lip Glow x 2; Diorshow Mascara; Diorshow Maximizer Lash Plumping Serum; Dior Addict Lip Maximizer High Volume Lip Plumper; Diorshow Brow Styler Ultra-Fine Precision Brow Pencil; Miss Dior Blooming Bouquet; Diorskin Pore Minimizer; Diorshow Art Pen; Dior Capture Totale Dreamskin; and Dior Rouge Brillant Lipgloss.	\$662 CAD	1
Black KVD engraved box; Signed KVD portrait Priceless; Shade + Light Face palette; Shade + Light Face brush; Monarch Eyeshadow Palette; Chrysalis Eyeshadow Palette; Shade + Light Eye Palette; Shade + Light Eye Brush; Studded Kiss in Slayer;	\$572 CAD	1

Studded Kiss in Gothica; Everlasting Liquid Lip in Backstage Bambi; Everlasting Liquid Lip in Underage Red; Lightning Liner in Gould; Lightning Liner in Amadeus; Ink Liner in Nerdrum; Ink Liner in Hemingway; Tattoo Brow in Blonde; and Tattoo Brow in Medium Brown.		
Smart Profile; Sonic Radiance Replenishment Kit; Twin Pack Brush Head (Sensitive); and Twin Pack Brush Head.	\$523 CAD	1
Replica Flower Market - 100ml; Replica Beach Walk - 100ml; Replica Tea Escape - 100ml; Replica Jazz Club - 100ml; Replica Promenade In The Gardens - 100ml; and Replica Lazy Sunday Morning - 100ml.	\$720 CAD	1

All products determined by Sponsor in its sole discretion. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize or a component thereof for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during each applicable Daily Entry Period. Limit: one (1) prize per person. Total ARV of all prizes: \$6,016 CAD.

7. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and province for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion and subject to the approval of the Régie des alcools, des courses et des jeux. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, 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. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (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 the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or

property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan U.S.A.; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan, U.S.A. without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan. For Residents of Quebec Only: 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 purpose of helping the parties reach a settlement.

12. Entrant's Personal Information: Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.sephora.com/contentStore/mediaContentTemplateNoNav.jsp?mediaId=12300066>.

13. Winner List: For a winner list, visit bit.ly/1FIN0Bz. The winner list will be posted after winner confirmation is complete.

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