

**Want It Win It Sweepstakes
Official Rules**

1. **NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THESE SWEEPSTAKES OR TO RECEIVE A PRIZE.** A PURCHASE WILL NOT AFFECT OR IMPROVE THE CHANCES OF WINNING. These sweepstakes are subject to all applicable laws and regulations. **Void where prohibited or restricted by law. ODDS OF WINNING DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED IN EACH SWEEPSTAKES.**
2. Sponsor: Sephora USA, Inc., 525 Market Street, 32nd Floor, San Francisco, CA 94105, www.sephora.com ("**Sephora**" or "**Sponsor**"). These Sweepstakes are not sponsored, endorsed or administered by, or associated with, Instagram.
3. Daily Sweepstakes: The Want It Win It Sweepstakes consists of seven (7) separate daily sweepstakes (each, a "**Daily Sweepstakes**," collectively, these "**Sweepstakes**") with the first Daily Sweepstakes held on August 22, 2016 and a separate Daily Sweepstakes held each day thereafter through and including August 28, 2016. Each Daily Sweepstakes will start at 12:00 a.m. (midnight) Pacific Time ("PT") and ends at 11:59 p.m. PT of that same day (each, a "**Sweepstakes Period**"). All entries for a Daily Sweepstakes must be received by the end of the applicable Sweepstakes Period for that Daily Sweepstakes. Sponsor is not responsible for late, incomplete, misdirected, delayed, or undelivered entries, including without limitation inability to access entrant's Instagram account, or entries not timely received due to telephone failures, Internet or website failures and disruptions, and ISP problems.
4. Eligibility: Sweepstakes are open only to legal residents of the United States (including Puerto Rico but excluding Rhode Island, Guam and all other U.S. and foreign territories and possessions not otherwise mentioned herein) who are 18 years of age or older and the age of majority in their state or territory of primary residence as of the date of entry and who have a Instagram account (no purchase or payment is necessary to sign up for an Instagram account). Sweepstakes are not open to employees, independent contractors, officers, directors, agents or representatives of Sponsor, or of Sponsor's parents, affiliates, subsidiaries, successors and/or assigns, or of Sponsor's advertising, promotion and fulfillment agencies, and legal advisors (all such persons and entities are referred to collectively as the "**Sweepstakes Entities**"), and the immediate family members (mother, father, brother, sister, daughter, son or spouse, regardless of where they live) and persons living in the same household (whether or not related) of any of the foregoing.
5. To Enter: To enter for a chance to win a Daily Sweepstakes, view a post (each, a "**Sweepstakes Post**") from the Sponsor on Sponsor's Sephora Collection Instagram account (@SephoraCollection) during each Sweepstakes Period announcing a Daily Sweepstakes, and follow the instructions to provide a comment to that Sweepstakes Post, and "tag" a friend by mentioning them in your comment using the @ sign followed by their Instagram account name (your "**Submission**," which includes both your comment and your Instagram username). Your Submission must also comply with all of the Submission Requirements listed below. To enter a Daily Sweepstakes, you must follow Sephora Collection's Instagram account (@SephoraCollection) and you must not have set your posts to private in your Instagram account settings. Once you post your Submission as a comment to a Sweepstakes Post, you will be entered into the Daily Sweepstakes associated with that Sweepstakes Post, and **your posting of your Submission constitutes your unconditional acceptance of these Official Rules.** Your Submission must remain posted as a comment on that Sweepstakes Post until the winner is selected (see Section 6). All eligible entries in a Daily Sweepstakes carry an equal chance of winning.

Submission Requirements: Your Submission must comply with these Official Rules, including all of the following Submission Requirements:

- Submission must contain text only; no photographs or videos may be included in the Submission.
- You must own all rights to the Submission.
- The Submission must not contain any third-party trademarks, names, logos, drawings, cartoons, photographs, pictures, or phrases (other than those owned by Sponsor).
- The Submission must not contain any defamatory statements or discriminatory language, 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 (as determined in Sponsor's sole discretion).
- The Submission must not contain any nudity, lewd, vulgar, indecent or obscene behavior, language or material (as determined in Sponsor's sole discretion), or any other material that is unlawful, in violation of

or contrary to the laws or regulations in any state where the Submission is created, or is otherwise deemed by Sponsor to be objectionable or otherwise unsuitable for a public forum.

- The Submission must not contain any advertisements, "spam" content, promotional materials, "junk mail," "chain letters," "pyramid schemes," or any other form of solicitation.
- The Submission must not contain any email addresses, URLs to other websites, phone numbers, physical addresses or other forms of contact or personal information.

Sponsor may, in its sole discretion, remove a Submission and/or disqualify any Submission that does not comply with these Submission Restrictions or that Sponsor otherwise deems to be inappropriate or unresponsive in its sole discretion. In the event of disqualification, the Submission will not be entered into these Sweepstakes.

By entering these Sweepstakes, each entrant understands and agrees that the entrant's Submission (including the entrant's Instagram user name) may be accessible for viewing by the general public and any such posting will be deemed made at the direction of the entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act.

Only one entry per person per Daily Sweepstakes is permitted. Use of multiple email addresses/accounts to enter more than once is prohibited. There may be only one (1) named entrant for each Submission, regardless of the number of persons who may have contributed to the creation of the Submission.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed submitted by the authorized account holder of the email address associated with the Instagram account of the entry, which the entrant will have the obligation to establish. Entries generated by a script, computer programs, macro, or other automated means will be disqualified.

6. **Selection of Winners:** A potential winner for each Daily Sweepstakes will be selected from all eligible entries received during the applicable Sweepstakes Period in a random drawing conducted by Sponsor on August 30, 2016, and will be notified via the Instagram website. The notification will include Sponsor's contact information, and the potential winner must contact Sponsor within five (5) days of the prize notification to confirm eligibility and acceptance of the prize. The potential winner will be required to provide Sponsor with his or her full name, mailing address, telephone number and/or email, and may be required to execute an affidavit of eligibility and liability/publicity release. A prize will be forfeited if: (i) the potential winner fails to confirm acceptance of the prize and eligibility within five (5) days of notification, (ii) the potential winner fails to return any required documents within five (5) days of receiving such documents from Sponsor, (iii) the prize or prize notification is returned as non-deliverable; or (iv) Sponsor determines that the potential winner is ineligible or otherwise not in compliance with these official rules. If a potential winner forfeits a prize or is deemed ineligible, an alternate winner will be selected by random drawing from all remaining eligible entries for that Daily Sweepstakes until a winner is determined. All decisions of Sponsor are final and binding on all entrants. Odds of winning a Daily Sweepstakes depends on the total number of eligible entries received for each Daily Sweepstakes.
7. **Prize:** For each Daily Sweepstakes, one (1) winner will be awarded a Sephora Collection prize package as follows (exact shades for each product to be determined in Sponsor's sole discretion):

Daily Sweepstakes	Prize	Approximate Prize Value
August 22, 2016	The "I Want Everything Sephora Collection" package: Pro Airbrush #55, 5 Cream Lip Stains, 5 Rouge Cream Lipsticks, 10 eyeliners, LashCraft Mascara, 5 Colorful Eyeshadows, and The Excursionist Bag.	\$407
August 23, 2016	The "I Want a New Lipstick Every Day of the Month" package: 13 Cream Lip Stains, 8 Rouge Matte lipsticks, 9 Rouge Cream Lipsticks, a lip plumper, a lip Break Ups to Makeup bag, a lip brush, and a lip mask.	\$460

August 24, 2016	The "I Want an Eyeliner for Every Mood" package: 20 eyeliners (including Fine Line 24HR Eyeliner, Retractable Waterproof Eyeliner, Colorful Waterproof Eyeliner 24HR Wear, Contour Eye Pencil 12HR Wear, and Colorful Shadow & Liner), an eye cream, an eye mask, Beauty Amplifier Eye Primer, and a SEPHORA COLLECTION Overnighter Bag.	\$327
August 25, 2016	The "I Want Eyes That Stand Out All Year" package: 20 shades of Colorful Shadow & Liner, 4 LashCraft mascaras, a smudge brush, an eye mask, and a Breakups to Makeup bag.	\$377
August 26, 2016	The "I Want Lip In All Of The Colors of the Rainbow" package: 20 lip products (including: Cream Lip Stain, Rouge Matte lipstick, Rouge Cream lipstick, Rouge Gel Lip Liner, and Ultra Shine Lip Gel), Beauty Amplifier Lip Plumper, 3 lip masks, and a Sephora Overnighter bag.	\$317
August 27, 2017	The "I Want Endless Possibilities Of Nude Lips" package: 3 Ultra Shine Lip Gels, 3 Rouge Cream lipsticks, 3 Rouge Gel Lip Liners, 3 Rouge Balms, a \$150 Sephora gift card, and a Breakups to Makeup bag.	\$323
August 28, 2018	The "I Want The Ultimate Collection" package: A brush roll, 13 shades of Cream Lip Stain, 12 lash sets, 20 Shadow & Liners, 8 face masks, and a train case.	\$818

Prizes are non-refundable and non-transferable, cannot be combined with any other special offer or promotion and must be accepted as awarded. Prizes may not be exchanged for cash value or substituted, except that Sponsor reserves the right in its sole discretion to substitute with either the cash value of a prize, or a prize or prizes of equal or greater value. Sponsor is not responsible for replacing a Sephora gift card prize if lost, stolen, mutilated or is otherwise rendered unusable due to any act or omission of prize winner or any party other than Sponsor. Redemption of gift card prizes is subject to the terms and conditions thereof. 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 and fitness for a particular purpose. Applicable federal, state, or local taxes and any other costs or expenses associated with the prizes or the use or redemption thereof is the sole responsibility of the winner. The prizes will be awarded, and will be delivered to a confirmed winner to a valid U.S. address within 3 weeks of the determination of the winner.

8. By participating, each entrant agrees to comply with these official rules and agrees that Sponsor is not responsible for any incorrect or inaccurate information, whether caused by any of the equipment or programming associated with or utilized in these Sweepstakes or by any technical or human error that may occur in the processing of entries in these Sweepstakes. 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 tampering with or hacking of, the web site or any technical failure or malfunction, or any injury or damage to an entrant's or any other person's computer or property.

IN NO EVENT WILL SPONSOR, ANY OTHER SWEEPSTAKES ENTITIES OR INSTAGRAM BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF ENTRANT'S PARTICIPATION IN THESE SWEEPSTAKES,

ENTRANT'S SUBMISSION, ANY PRIZES WON, ENTRANT'S ACCESS TO OR USE OF SPONSOR'S OR INSTAGRAM'S WEB SITES, APPLICATIONS OR SERVICES, OR THE ACCESSING, DOWNLOADING AND/OR PRINTING OF ANY MATERIAL AVAILABLE ON SAID SITES, APPLICATIONS AND SERVICES. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON SPONSOR'S WEB SITES IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSIONS OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY.

9. By accepting a prize in these Sweepstakes, each winner grants to Sponsor, where permitted by law, the right to use and publish (worldwide and via the Internet) his/her name, city and state of residence, Submission (including Instagram username), portrait, image, picture, voice, likeness and comments for advertising, trade and promotional purposes without notification, review or approval, and without additional consideration.

BY ACCEPTING A PRIZE, TO THE EXTENT PERMITTED BY LAW, EACH WINNER AGREES NOT TO SUE OR BRING ANY LAWSUIT OR MAKE ANY CLAIM UNDER ANY THEORY WHATSOEVER AGAINST THE SPONSOR, THE OTHER SWEEPSTAKES ENTITIES AND INSTAGRAM ARISING FROM OR IN CONNECTION WITH ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE, PARTICIPATION IN THESE SWEEPSTAKES, THE WINNER'S SUBMISSION OR ANY SWEEPSTAKES-RELATED ACTIVITY. IN ADDITION, TO THE EXTENT PERMITTED BY LAW, EACH WINNER AGREES TO WAIVE, RELEASE, FOREVER DISCHARGE, INDEMNIFY AND HOLD HARMLESS SPONSOR, ALL OTHER SWEEPSTAKES ENTITIES AND INSTAGRAM FROM AND AGAINST ANY AND ALL CLAIMS, DEMANDS, LOSSES, CAUSES OF ACTION AND LIABILITY OF ANY NATURE WHATSOEVER, FOR ANY MATTER, CAUSE OR THING, INCLUDING, WITHOUT LIMITATION, ANY LOSS, INJURY OR DAMAGE OF ANY KIND TO PERSONS, INCLUDING DEATH, OR PROPERTY, OR OTHER HARM OR LOSS OF ANY NATURE WHATSOEVER, WHETHER DIRECT, COMPENSATORY, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL, CAUSED OR CONTRIBUTED IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, WHILE PREPARING FOR OR PARTICIPATING IN OR OTHERWISE ARISING FROM OR IN CONNECTION WITH ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE, PARTICIPATION IN THESE SWEEPSTAKES, THE WINNER'S SUBMISSION OR ANY SWEEPSTAKES-RELATED ACTIVITY.

10. Sponsor is not responsible for any changes to or unavailability of the Instagram service that may interfere with these Sweepstakes (including any limitations, restrictions or conditions on Sponsor's ability to use the service in connection with these Sweepstakes). If, for any reason, these Sweepstakes are not capable of running as planned because of circumstances including, but not limited to, unauthorized intervention, fraud, technical failures (including but not limited to website outages or interruptions on Instagram) or any other causes, which, in Sponsor's sole judgment, corrupts or affects the administration, security, fairness, integrity or proper conduct of these Sweepstakes or an individual Daily Sweepstakes, Sponsor reserves the right, in their sole discretion and determination of fairness, to cancel, terminate, modify or suspend these Sweepstakes or any Daily Sweepstakes and, if possible, to select the winner from entries received prior to such event or interruption. Sponsor may disqualify any entrant who tampers with the entry process or operation of these Sweepstakes or who violates these official rules.
11. By entering these Sweepstakes, each entrant acknowledges he/she has read, understands and will abide by these official rules. All issues and questions concerning the construction, validity, interpretation and enforceability of these official rules, or the rights and obligations of entrants and/or Sponsor in connection with these Sweepstakes, shall be governed by and construed in accordance with, the laws of the State of California, without regard to the conflict of laws principles. In the event of any inconsistency between the full version of these official rules and any abbreviated rules, the one most beneficial for entrants shall prevail.
12. For a winners list or a copy of these official rules, send a self-addressed stamped envelope for receipt by August 30, 2017, to: Sephora Collection "Want It Win It" Sweepstakes (2016)," Sephora: Social Media Group, 525 Market Street, 32nd Floor, San Francisco, CA 94105.
13. Except as provided in these official rules relating to the use of the Submissions and of certain winner information and the availability of the Submissions for viewing by the general public online, the Submissions and personal information collected from each entrant with respect to these Sweepstakes will be used by Sponsor for the purposes of administration of these Sweepstakes.