

## #CreateYourPerfectLight #SephoraCanadaSweepstakes Hourglass Cosmetics Instagram Contest Official Rules

**Entry Period:** The #CreateYourPerfectLight #SephoraCanadaSweepstakes Hourglass Cosmetics Instagram Contest (the “Contest” or “Promotion”) is sponsored by Sephora Beauty Canada, Inc. (“Sponsor” or “Sephora”) and is open between 5:00 PM Eastern Time (“ET”) August 29, 2016 and 5:00 PM ET August 30, 2016 (the “Entry Period”).

**Eligibility:** The Contest is open to all legal residents of Canada who are of age of majority or older in their province or territory of residence at the time of entry. Employees, representatives or agents of Sephora, its parent, affiliated or related companies, subsidiaries, divisions and all advertising, media buying and promotional agencies, are ineligible, as well as members of the immediate family of, or persons domiciled with, any of those described above. Immediate family means parents, siblings, children or spouse.

**How to Enter:** No purchase necessary. Participants must have internet access and a valid Instagram account to enter the Contest. If you do not have an Instagram account, you can obtain one for free at <https://instagram.com>.

To enter, log-in to your Instagram account during the Entry Period and visit the Sephora Canada page on Instagram at <https://www.instagram.com/sephoracanada/>. Then, follow the Promotion instructions to comment on the Promotion image specified by Sephora. Your comment must include the hashtags #CreateYourPerfectLight and #SephoraCanadaSweepstakes.

To be eligible, you must follow @HourglassCosmetics on Instagram and your comment must: comply with the instructions above; comply with the Instagram Terms of Use available at <https://instagram.com>; not infringe upon any person’s personal or proprietary rights, or be offensive, obscene, profane, libelous, threatening, harassing, derogatory or otherwise in bad taste; and be public. Instagram privacy settings may be adjusted by changing the security and privacy settings in your Instagram account.

If you choose to participate using your mobile phone, standard data fees may apply. See your wireless provider for pricing plan details. Void where prohibited by law. Limit one (1) entry per person using only one (1) Instagram account throughout the Entry Period. Entry requests generated by script, macro or other automated or improper means are void. Any attempt by any participant to enter more than once by using multiple/different accounts, identities or logins, or any other method will void that participant’s entry and that participant may be disqualified.

**Prizes:** There are two (2) prizes available to be won, each prize consisting the following Hourglass “Must-Have” products: one (1) Vanish Seamless Finish Foundation Stick, one (1) Vanish Seamless Finish Foundation Brush, one (1) Veil Mineral Primer, one (1) Ambient Lighting Powder, and one (1) Ambient Lighting Brush. Approximate Retail Value (“ARV”) of each prize: CAD\$230.

Two (2) potential winners will be selected in a random drawing occurring on September 1, 2016 shortly after 6:00 PM ET at Sephora’s Montreal office (600, boul. De Maisonneuve O. 24e etage, bureau 2400) in Montreal, Quebec from among all eligible entries received during the Entry Period in accordance with these Official Rules. If a selected entry does not comply with these Official Rules, then another entry may be selected in accordance with these Official Rules. Your chances of winning a prize depend on the number of eligible entries received during the Entry Period.

Prize must be accepted as awarded, may not be refunded or transferred and is not convertible to cash. All entries are subject to verification. In the event of a dispute as to the identity of an entrant, the entrant will be deemed to be the authorized account holder of the Instagram account used to enter. “Authorized account holder” is the person assigned to an Instagram account by Instagram. Sponsor reserves the right, in its sole discretion, to substitute all or a portion of a prize with a prize or prizes of equal or greater value for any reason.

Sponsor will attempt to contact potential winners via an @reply, direct message or other means on Instagram. Prior to being declared a winner, the potential winner must first: (i) correctly answer, unaided, a mathematical skill-testing question; (ii) if required, complete sign and return a declaration of compliance with these Official Rules and a liability and publicity release (the “Promotion releases”); and (iii) otherwise be in compliance with these Official Rules. If a potential winner cannot be contacted within 3 days of the

Sponsor's first attempt at contact, fails to correctly answer the skill-testing question, fails to sign and return any required Promotion releases within the time specified on such releases and/or otherwise is not in compliance with these Official Rules, he/she will be disqualified and forfeits the prize.

In the event a potential winner is disqualified or not eligible, he/she shall not be awarded the prize, that prize may not be awarded, and Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard. Prize will be mailed to confirmed winners within 1 to 3 weeks from date of winner confirmation. By accepting a prize, each winner authorizes the Sponsor to broadcast, publish and disseminate his/her name, city and province of residence, photograph, the Instagram post or comment associated with his/her winning entry, likeness, comment and voice, in connection with any promotion or publicity with no further compensation. The winners and their winning posts or comments may be featured on Sephora's Instagram page and posts.

**General Conditions:** Released Parties (as defined below) are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, or undelivered entries, posts, reposts or correspondence, incorrect, changed or non-functioning Instagram accounts; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, printer errors, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer errors of any kind whether human, mechanical, electronic, typographical, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors which may occur in connection with the administration of the Promotion, the processing of entries, posts, reposts or in any Promotion-related materials. Released Parties are not responsible for injury or damage to participants' or to any other person's computer or printer related to or resulting from participating in this Promotion or downloading materials from or use of any website. Proof of entry will not be deemed to be proof of receipt. Persons who tamper with or abuse any aspect of the Promotion, as solely determined by Sponsor, will be disqualified. Should any portion of the Promotion be, in Sponsor's sole opinion, compromised by bugs, virus, worms, non-authorized human intervention or other causes, which, in the sole opinion of Sponsor, corrupt or impair the administration, security or fairness of, or submission of information in connection with, the Promotion, subject to the jurisdiction in Quebec of the Régie des alcools, des courses et des jeux, Sponsor reserves the right at its sole discretion to cancel, suspend, modify or terminate the Promotion and, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken. By participating, you agree (i) to be bound by these Official Rules and the decisions of Sponsor which are final and binding, and (ii) to release and hold harmless Sponsor, Sephora USA, Inc. and Instagram and each of their subsidiaries, affiliates, retailers, and advertising and promotion agencies and all of their respective officers, directors, employees and agents (the "Released Parties") against any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from participation in this Promotion or acceptance, use or misuse of any prize. Promotion is subject to all applicable federal, provincial and municipal laws. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participants and the Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with, the laws applicable in the province of Ontario. In the event that the laws of the jurisdiction in which you reside require that the laws of such jurisdiction apply to these Official Rules, the foregoing governing law shall not apply to you. This Promotion is in no way sponsored, endorsed or administered by, or associated with Instagram; Instagram is completely released of all liability by each participant in this Promotion. Any questions, comments or complaints regarding the Promotion must be directed to the Sponsor and not to Instagram.

Personal information provided in connection with this Promotion will be used and disclosed by Sponsor as necessary for the purposes of administering the Promotion and otherwise in accordance with the Sponsor's privacy policy at <http://www.sephora.com/privacy-policy>.

For residents of Quebec, any litigation respecting the conduct or organization of this Promotion in Quebec may be submitted to the Régie des alcools, des courses et des jeux for a ruling. For residents of Quebec, 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.