

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

AS A CONDITION OF WINNING THE PRIZE, THE WINNER MUST BE AVAILABLE FOR TRAVEL ON DATES SPECIFIED BY SPONSOR.

HOW TO ENTER: *ELLE* Juice Beauty Sweepstakes (“Sweepstakes”). Go to juicebeauty.elle.com starting April 11, 2017 at 12:01 AM. ET, ending May 15, 2017 at 11:59 PM ET, on a computer or wireless device and complete and submit the entry form. Important Notice: You may be charged for visiting the mobile website in accordance with the terms of your service agreement with your carrier. Please consult your wireless service provider regarding your pricing plan. You must use a Smartphone device to participate via your mobile phone. Not all mobile phone providers carry the necessary service to participate. Check your phone capabilities for specific Internet instructions. If your data usage exceeds what is allotted by your data plan, you could be subject to additional fees by your carrier. Please contact your mobile service provider with any questions regarding your bill. **Winners/Prizes and Approximate Retail Value:** One (1) Winner and a guest will receive a trip to San Francisco. Prize includes: (i) round-trip coach air transportation for two (ARV: \$1,500) (which may vary depending on the location of the Winner’s residence); (ii) three-day, two-night hotel accommodations in San Francisco (one room, standard accommodations, double occupancy) (ARV: \$1,200); (iii) one (1) dinner for two (ARV: \$250); (iv) skincare consultation at Juice Beauty Headquarters with Juice Beauty Founder Karen Behke (ARV: \$0); (v) makeover from Juice Beauty Makeup Artist for two (ARV: \$300); (vi) Bloomingdales Juice Beauty Spa Treatment for two (ARV:\$600); (vii) Gwyneth-approved workout class for two (ARV: \$150); (viii) One Juice Beauty product, to be determined at Sponsor’s sole discretion (ARV: \$500); and (ix) ground transportation to and from the airport, and to and from the meeting with Karen Behnke and Juice Beauty Makeup Artist (ARV: \$300). Total approximate retail value for all prizes awarded: \$4,800. Any difference between the stated ARV and the actual value of the prize will not be awarded in any form.

Hotel accommodations are at Sponsor’s discretion, subject to availability. Trip may not be combined with any other offers, discounts or promotions. If, in the judgment of Sponsor, air travel is not required due to Winner’s proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsor’s sole discretion and no additional compensation will be provided. Arrangements must be made at least 30 days prior to departure. Once scheduled, the itinerary cannot be altered and failure of Winner to follow such a schedule shall not obligate Sponsor in any way to provide the Winner with alternate arrangements. In the event the Winner is unable to take the trip, then Winner will have to forfeit the entire prize and the Sponsor will have the right to select another Winner. Winner will be solely responsible for all meals, incidental expenses, tips and gratuities, income and other taxes, ground transportation, and all other costs and expenses not otherwise specified herein. Tours are not included in the trip. All travelers must possess valid travel documents. The travel companion of Winner must execute a Publicity/Liability Release prior to departure. If a Winner doesn’t respond to winner notification within five (5) business days or is unable to travel on the dates specified by Sponsor and/or is unable to meet with Karen Behnke on the dates scheduled, the Prize will be forfeited and an alternative winner will be selected. In the event the meeting with Karen Behnke is cancelled or postponed for any reason, Sponsor reserves the right to award the remainder of the prize with no further obligation to the Winner.

WINNER SELECTION: Winners (individually and collectively, the “Winner”) will be selected within one (1) month from the end of the Sweepstakes in a random drawing from among all

eligible entries received. In the event the Sponsor does not receive any eligible entries, the Sponsor has the right to cancel the Sweepstakes. Drawing will be conducted by *ELLE* Magazine, whose decisions are final. Odds of winning will depend upon the total number of eligible entries received. **WINNER NOTIFICATION:** Winner will be notified via phone or e-mail at Sponsor's discretion within one (1) month from the end of the Sweepstakes. In the event the Winner doesn't respond to Sponsor's notification or does not accept the prize within five (5) business days of notification, the prize will be deemed forfeited and an alternate Winner will be selected. In the event that any one or more potential Winner(s) fails to respond as stated above, declines the prize, such Winner(s) will be deemed to forfeit the prize and Sponsor will select an alternate Winner(s) from the remaining eligible entrants. If any alternate(s) similarly fails to respond or declines the prize, Sponsor will use a reasonable number of attempts, in its discretion, to award the prize(s) to another alternate(s) but if it is unable to do so, the prize(s) will be finally forfeited and Sponsor shall have no further liability in connection with this Sweepstakes. **LIST OF WINNERS:** For the name of the Winner, send a separate self-addressed, stamped envelope to *ELLE* Magazine, Floor 11, *ELLE* Juice Beauty Sweepstakes Winners' List, Hearst Communications, Inc., 300 West 57th Street NY, NY 10019 within two (2) months from the end of the Sweepstakes.

2. ELIGIBILITY: Open to legal residents of the 48 contiguous states and the District of Columbia, who have reached the age of majority in his or her state or territory of residence at time of entry. Void in Puerto Rico, Alaska, Hawaii and where prohibited by law. Employees of Hearst Communications, Inc. and their respective parents, affiliates and subsidiaries, participating advertising and promotion agencies, and prize suppliers (and members of their immediate family and/or those living in the same of household of each such employees whether legally related or not) are not eligible.

3. ENTRIES: Limit one (1) entry per email address per day for Sweepstakes. Multiple entries from the same email on the same day will be disqualified. Entries become the property of the Sponsor and will not be returned. Proof of submission does not constitute proof of receipt. If applicable, inaccurate, lost, late, misdirected or incomplete or entry forms that have been tampered with will be disqualified. Entrants must have valid email address and it is entrant's responsibility to update Sponsor of any change in email address. If there is a dispute as to the identity of an online entrant, the prize will be awarded to the authorized account holder of the email address. The "authorized account holder" is defined as the natural person to whom the email address is assigned by an internet service provider, online service provider, carrier, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning the email addresses for the domain associated with the submitted email address.

4. CONDITIONS OF PARTICIPATION: Expenses not specifically included in prize description and all taxes are the sole responsibility of the Winner. Each prize is awarded "as is" with no warranty or guarantee, either express or implied outside of manufacturer's limited warranty. No transfer, assignment or substitution of a prize permitted, except Sponsor reserves the right to substitute prize for an item of equal or greater value in the event an advertised prize is unavailable. The Winner is required to comply with any and all applicable federal, state, and local laws, rules and regulations. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules are solely the Winner's responsibility. If the actual retail value of any Winner's prize is \$600 or more, the Winner must complete a W9 form and supply Sponsor with his/her social security number for tax purposes. An IRS Form 1099 will be issued in the name of the Winner for the actual value of the prizes received. Sponsor shall

have no responsibility or obligation to the Winner or potential Winner who are unable or unavailable to accept or utilize prizes as described herein. Entrants agree to be bound by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to this Sweepstakes. Winner may be required to sign and return an Affidavit of Eligibility, a Liability Release and where legally permissible a Publicity Release within five (5) days following the date of first attempted notification. Failure to comply with this deadline may result in forfeiture of the prize and selection of an alternate Winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate Winner. Winner hereby further agrees that it will sign any documents necessary to transfer copyright of his/her submitted entry, if applicable, to Sponsor within five (5) days following the date of first attempted notification. By entering, Entrant grants permission for Sponsor, and any of its affiliates and subsidiaries, participating advertising and promotion agencies, and prize suppliers to use the entrant's submission (including an altered form of the entry), if any, for editorial, advertising and promotional purposes without additional compensation, unless prohibited by law. If images are being submitted to Sponsor as a requirement for entry, Entrants agree that they have all rights to use the images submitted and to allow Sponsor, any of its affiliates and subsidiaries, participating advertising and promotion agencies, and prize suppliers to reuse any of the images, without any liability, for editorial, advertising and promotional purposes. Additionally, acceptance of the prize by Winner constitutes permission for Sponsor and any affiliates and subsidiaries, participating advertising and promotion agencies, and prize suppliers to use Winner's name and/or likeness and biographical material for editorial, advertising and promotional purposes without additional compensation, unless prohibited by law. By accepting prize, Winner agrees to hold Sponsor, its advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representative agents, successors, assigns, officers, directors, and employees harmless for any injury or damage caused or claimed to be caused by participation in the Sweepstakes or acceptance or use of the prize. Sponsor is not responsible for any printing, typographical, mechanical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize.

5. INTERNET: Sponsor is not responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet, at any Web site, or via the mobile phone or any combination thereof. If for any reason the Internet or mobile phone portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Sponsor reserves the right to select winners from eligible entries received as of the termination date. Sponsor further reserves the right to disqualify any individual who tampers with the entry process. Sponsor may prohibit an entrant from participating in the Sweepstakes if it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception or other unfair playing practices or intending to abuse, threaten or harass other entrants. Caution: Any attempt by a participant to deliberately damage any Web site or undermine the legitimate operation of the Sweepstakes is a violation of

criminal and civil laws and should such an attempt be made; Sponsor reserves the right to seek damages from any such participant to the fullest extent of the law.

6. DISPUTES/CHOICE OF LAW: Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in New York, NY, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. New York State law, without reference to New York's choice of law rules, governs the Sweepstakes and all aspects related thereto.

7. SPONSOR: The Sponsor of this Sweepstakes is Hearst Communications, Inc., 300 W. 57th St., New York, NY 10019.