



Willing Hearts Project

— Official Rules —

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

VOID WHERE PROHIBITED.

Who May Enter (Eligibility)

The Willing Hearts Project (the "Contest") is open to legal residents of the 50 United States and the District of Columbia ("U.S.") who are at least 18 years of age and who are Willing Beauty Company, LLC ("WBC") Beauty Advisors ("BA(s)") in good standing (as determined by WBC in its sole discretion) at the start of the Contest Period. Entry into this Contest constitutes entrant's full and unconditional agreement to these Official Rules and WBC's decisions and interpretations, which are final and binding in all matters related to the Contest.

Contest Period

The Contest will begin at 12:00 noon CT on July 13, 2017 and will end on 11:59 p.m. CT on November 13, 2017 ("Contest Period"). Entries must be received by 11:59 p.m. CT on November 13, 2017. All dates are subject to change.

Overview:

One dollar (\$1) from each sale of WBC's XO Lip Oil (hereinafter "Lip Oil") purchased during Contest Period will be donated in the form of a prize, determined at WBC's sole discretion, to benefit a single mother nominated via story submitted and selected during Contest Period.

- Details of Lip Oil are as follows:
 - SKU: 4310101
 - Retail Value: \$12 USD
- A BA or customer may purchase unlimited Lip Oil during Contest Period.
- Lip Oil is located at <https://willingbeauty.com/arlene/product/4310101> and through BA's Willing Beauty Central account.

BAs may enter the Contest by creating and submitting a story ("Entry") via email to willingheartsproject@willingbeauty.com describing a nominated single mother's story and why such single mother needs financial assistance. One (1) Entry will be selected as the winning entry ("Winner"). The Winner will be chosen in WBC's sole discretion. The Winner will receive a prize valued at the total amount donated from one dollar (\$1) of each sale of Lip Oil purchased during Contest Period ("Prize").

How to Enter:

To enter the Contest, BAs must submit their Entry via email to willingheartsproject@willingbeauty.com during Contest Period. By submitting Entry, BAs acknowledge that irrevocable authorization has been received from the story subject(s) for WBC to use and publish the story subject's name, business, photograph and/or video recording, personal story, state of residence and/or likeness in connection with Contest. Entries may only be submitted via email. WBC is not responsible for late, incomplete, illegible or incorrectly submitted Entries. WBC has no obligation to advise Entrant of an incomplete Entry. Entry must explain the single mother's story and demonstrate why such single mother needs financial assistance. BAs may submit unlimited Entries. Once the Entry is emailed, the Entry is considered final and may not be modified, supplemented or edited. BAs may not submit Entry on behalf of themselves, a fellow BA, an Origami Owl, LLC Independent Designer or a family member.

Judging / Selection of Winner:

On or about November 14, 2017 through November 30, 2017, WBC will, in its sole discretion, select one (1) Winner from all eligible Entries received during the Contest Period. WBC staff will review all Entries for eligibility and technical qualification. Entries will be judged based on how well the Entry describes a challenge a single mother faces and a potential solution.

The Winner, subject to verification, will be notified on or about November 30, 2017 via telephone and/or direct email from a representative from WBC. The Winner will be announced as follows by December 25, 2017: (1) WBC will post the name of Winner on WBC's Facebook page; (2) the name of Winner will be posted on the Willing Beauty.com website, and (3) the name of the Winner will be posted on Willing Beauty's Instagram page.

Prize(s):

There will be one (1) Winner chosen from the entries. The Winning Entry will receive a "Prize" determined in WBC's sole discretion based off the profits of one dollar (\$1) from each sale of Lip Oil during the Contest Period. Decisions of WBC are final and binding. Winner will have until January 15, 2018 to claim or disclaim the Prize. If Winner declines the Prize, her or his winning status is then voluntarily voided. WBC will make all reasonable attempts to notify Winner; however, if no contact is made after such attempts, WBC reserves the right to award the Prize to the next qualifying Finalist.

Taxes:

AWARDS OF PRIZE(S) TO POTENTIAL WINNER(S) ARE SUBJECT TO THE EXPRESS REQUIREMENT THAT THEY SUBMIT TO WBC ALL DOCUMENTATION REQUESTED BY WBC TO PERMIT IT TO COMPLY WITH ALL APPLICABLE STATE, FEDERAL AND LOCAL TAX REPORTING. ALL PRIZE(S) WILL BE NET OF ANY TAXES WBC IS REQUIRED BY LAW TO WITHHOLD. TO THE EXTENT PERMITTED BY LAW, ALL TAXES IMPOSED ON PRIZE(S) ARE THE SOLE RESPONSIBILITY OF THE WINNER(S). In order to receive a Prize, Winner must submit tax documentation requested by WBC or otherwise required by applicable law, to WBC or a representative for WBC or the relevant tax authority, as determined by applicable law. Winner is responsible for ensuring that they comply with all applicable tax laws and filing requirements. If Winner fails to provide such documentation or comply with such laws, the Prize may be forfeited and WBC may, in its sole discretion, select an alternate potential Winner from the Finalists.

General Prize Conditions:

All federal, state and local laws and regulations apply. Any portion of the Prize that is not used is forfeited. If WBC is unable to contact any potential Winner or if Winner fails to return all requested forms, fully-executed by the specified date, or fails to comply with these Official Rules, her or his prize will be forfeited at WBC's discretion.

As a condition of being awarded Prize, Winner will be required to execute and deliver to WBC a signed Right of Publicity Statement.

Odds of Winning:

The odds of winning depend on the number of eligible Entries received during the Contest Period.

Consent and Release:

By entering into the Contest, each entrant acknowledges that irrevocable authorization has been received from the story subject(s) for WBC to use and publish the story subject's name, business, photograph and/or video recording, personal story, state of residence and/or likeness in connection with Contest.

Disclaimers:

Entry materials that have been tampered with or altered are void. If, in the WBC's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, or other failures compromise, corrupt, or otherwise affect the administration, integrity, security, fairness, or proper conduct of the Contest, WBC reserves the right at its sole discretion to: disqualify any individual who tampers with the entry process; void any entries submitted fraudulently; modify or suspend the Contest; or terminate the Contest and conduct a random drawing to award the prize using all eligible, non-suspect entries received as of the termination date. Should the Contest be terminated prior to the stated expiration date, notice will be posted

on the WBC Website. Any attempt by an entrant or any other individual to deliberately damage any website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, WBC reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. In the event of a dispute as to the identity of any potential Contest prize winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "**Authorized account holder**" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization (e.g., business, educational, institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Such Authorized account holder will be required to comply with these Official Rules.

By entering the Contest, entrant: (i) releases WBC, and its respective subsidiaries, affiliates, directors, owners, employees and agents from any liability whatsoever and waives any and all causes of action related to any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the Contest or the delivery, mis-delivery, acceptance possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity, privacy or defamation, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory; and (ii) agrees to be bound by these Official Rules and by the decisions of WBC, which are final and binding in all respects. WBC reserves the right to change these Official Rules at any time, in its sole discretion and without notice, and to suspend or cancel the Contest or any entrant's participation in the Contest should causes beyond its control affect the administration, security or proper play of the Contest or if they are or otherwise become (as determined in WBC's sole discretion) incapable of running the Contest as planned; WBC reserves the right, in its sole discretion, to disqualify any individual. WBC is not responsible for any incorrect or inaccurate information, whether caused by entrants, printing, human error, typographical, technical failures of any kind, mechanical, other errors, or by any of the equipment or programming associated with the Contest.

Winners List:

Beginning on or about January 15, 2018, interested persons may obtain the name of the Contest Winner by mailing a self-addressed stamped envelope to: Willing Beauty, LLC, Willing Hearts Project — Winner, Attn: Legal Department, 450 North 54th Street, Chandler, AZ 85226.

Sponsorship:

This Contest is sponsored by Willing Beauty, LLC, 450 North 54th Street, Chandler, AZ 85226. Any other brand name, trademark or company mentioned during the Contest is referenced only to identify the products procured by WBC as Prize(s) in connection with Contest and all rights to those registered marks remain with the respective owners. Those brand names, trademarks and companies are not sponsors of the Contest and bear no involvement, responsibility or liability for the Contest.