

WILLING BEAUTY™

"Willing Beauty™ Official Launch Offer Promotion" Terms & Conditions

The 'Willing Beauty™ Official Launch Offer Promotion' (hereinafter "Promotion") is available to all Willing Beauty Company, LLC (hereinafter "WBC") Beauty Advisors (hereinafter "BAs"), Crush Insiders (hereinafter "CIs") and retail customers on the terms and conditions noted below. WBC reserves the right to discontinue or alter the terms of this Promotion without notice.

PROMOTION OVERVIEW

- The Promotion runs as follows: from 12:00 noon CT on August 1, 2017 through 11:59 p.m. CT on August 31, 2017 (hereinafter "Promotion Period") or while supplies last.
- All BAs who are in good standing as of 12:00 noon CT on August 1, 2017, all CIs and all retail customers shall be automatically eligible for Promotion. To be in good standing, BAs must be in compliance with the Independent Designer Agreement Terms & Conditions and Policies and Procedures.

PROMOTION QUALIFICATION

- Any BA, CI or retail customer who completes the purchase a HY+5 Regimen™ (SKU 7370101) during Promotion Period will receive one free (1) Born to Glow Skin Elixir ("Elixir"), which has a retail value of \$39 USD. HY+5 Regimens purchased with a Buy 3, Gift 1 Free code do NOT qualify for a free Born to Glow Skin Elixir. Golden Heart Rewards may be redeemed towards the purchase of a HY+5 Regimen and the purchase will still qualify for the free Elixir.
- The HY+5 Regimen will be offered at a special price of \$98 (retail value of \$138) to CIs and retail customers during the Promotion Period. BAs may continue to purchase the HY+5 Regimen at wholesale pricing, which is unaffected by the Promotion.
- Any BA, CI or retail customer who completes the purchase of a willa "Clear Skin Regimen" (SKU 2270101), or a willa "The Essentials Regimen" (SKU 2170101) during Promotion Period will receive one (1) free XO Lip Oil ("Lip Oil"), which has a retail value of \$12 USD. Regimens purchased with a Buy 3, Gift 1 Free code do NOT qualify for a free XO Lip Oil. Golden Heart Rewards may be redeemed towards the purchase of a Clear Skin Regimen or The Essentials Regimen and the purchase will still qualify for the free Lip Oil.
- The willa Clear Skin Regimen and willa The Essentials Regimen will be offered at a special price of \$48 (retail value of \$68) to CIs and retail customers during the Promotion Period. BAs may continue to purchase the willa Clear Skin Regimen and willa The Essentials Regimen at wholesale pricing, which is unaffected by the Promotion.
- Any CI or retail customer who places an order for a HY+5 Regimen or willa Regimen during Promotion Period will receive one (1) Insider Code via email in September valid for setting up a No-Brainer Replenishment with the discounted Regimen prices outlined herein locked in

indefinitely. Only one Insider Code will be issued per account with the purchase of a Regimen, NOT one Insider Code for every Regimen purchased during the Promotion Period.

- Insider Codes redeemed during the Promotion Period will NOT provide any further discount than the Promotion offers. However, if an Insider Code is applied to the order as part of the setup of No-Brainer Replenishment, the Insider Code will be retained on the No-Brainer Replenishment and ensure future replenishment orders are priced with Insider Code savings after the Promotion Period ends.
- Promotion is limited to the purchase of the specific Regimen SKUs outlined above. The purchase of Regimens as part of an Enrollment Set by example does NOT qualify for the promotion.
- A BA will earn commission based on purchase price of Regimens.
- The Personal Volume ("PV") earned by BA for sales to CIs and customers will remain unaffected by the Promotion. PV for the HY+5 Regimen remains 68 and PV for the willa Clear Skin Regimen and willa The Essentials Regimen remain 33.
- One (1) free Elixir or Lip Oil per qualifying Regimen purchased.
- Free Elixir and Lip Oil will automatically be added to qualified orders after placement of order.
- Regimens must be part of orders placed via the Willing Beauty website or a BA/CI's personal web pages and paid for with credit/debit card and/or Golden Heart Rewards to qualify for the Promotion. CIs or customers purchasing via sale of on hand inventory of a BA does NOT qualify for the promotion. Concession/replacement orders do NOT qualify for the Promotion. Regimens ordered with Buy 3, Gift 1 Free Codes do NOT qualify for the Promotion.
- All qualifying orders must be placed within this Promotion Period to be eligible to receive free Elixir or Lip Oil.
- Regimen prices impacted by the Promotion are located site-wide on <http://www.willingbeauty.com>.
- A BA, CI or customer may purchase unlimited Regimens.

GENERAL TERMS & CONDITIONS

- Limited quantity and valid only while supplies last.
- Substitutions may apply. Replacements only consistent with existing warranties.
- Promotion is non-transferrable. No exceptions. No substitutions. Promotion has no monetary value and BAs, CIs, and retail customers cannot exchange free Elixir or Lip Oil for a cash refund.
- By participating in Promotion, BAs, CIs, and retail customers agree to be bound by these official terms & conditions, which shall be final and binding in all respects.

- Non-compliance with these terms & conditions may result in disqualification or forfeiture of Promotion, or, in WBC's sole discretion, a BA who is not in compliance with these terms & conditions or the Independent Designer Agreement Terms & Conditions and Policies and Procedures may be responsible for repayment of the retail value of the free Elixir or Lip Oil.
- This Promotion is void where prohibited and is subject to change, suspension, modification or termination by WBC in its sole and absolute discretion.
- All decisions made by WBC concerning Promotion are made in the sole and absolute discretion of WBC and are final when made. WBC reserves the right to discontinue or alter the terms of this Promotion without notice.