

# Promotional Terms & Conditions

## The Ordinary - Save on Your Summer Regimen

The Ordinary UV Filters SPF 45 Serum 20% off Bundle Promotion (the “**Promotion**”) is only available to Eligible Customers on TheOrdinary.com from July 8th, 2025 at 12:00AM EST to August 31st 11:59PM EST and/or at standalone DECIEM/The Ordinary stores during store hours (the “**Promotion Period**”), while supplies last. Promotion is only available to Eligible Customers who reside in countries that DECEIM is currently shipping to and where The Ordinary UV Filters SPF 45 Serum is sold (“**Eligible Customers**”). For greater certainty, the Promotion is **not** available to residents of Canada, Australia, New Zealand, South Korea, Japan, Singapore, Brazil, Thailand, and Mexico. In order to qualify for the Promotion, Eligible Customers must purchase one (1) eligible The Ordinary “**Prep**” product, one (1) eligible The Ordinary “**Treat**” product and one (1) The Ordinary UV Filters **SPF 45 Serum** (a total of three (3) products) (each a “**Participating Product**” and collectively, a “**Qualifying Purchase**”). Eligible Customers who purchase three (3) eligible Participating Products in a single transaction will receive 20% off their Qualifying Purchase (**see below for eligible products**). Promotion will be applied automatically at checkout. Limit is one (1) Qualifying Purchase per order. **Exclusions:** Products excluded from a Qualifying Purchase: The Ordinary sets/bundles, tools and makeup, applicable taxes, shipping & delivery charges, gift cards and other items not discountable or excluded by law. Products not available for purchase in your local region. The Promotion applies to available products and stock at the time of purchase, no rainchecks. Promotion is not valid on purchases outside of the Promotion Period, cannot be combined with other shipping offers (unless otherwise stated), is non-transferable and there is no cash value or alternatives.

DECIEM reserves the right, without prior notice, to (i) discontinue this offer/promotion at any time; (ii) cancel or refuse any individual's benefit from it, including, without limitation, individuals creating multiple user accounts; (iii) amend these terms and conditions; and (iv) limit the number of promotional redemptions. Except as otherwise set out herein, all purchases are subject to DECIEM’s standard Terms and Conditions (which can be found at <https://deciem.com/terms.html>) and Shipping + Delivery Terms (which can be found at [https://theordinary.com/faq.html#shipping\\_delivery](https://theordinary.com/faq.html#shipping_delivery)) which are expressly incorporated herein by reference. Any returned items will be refunded to the original method of payment used at

checkout, at the price paid and subject to our Return Policy found at <https://deciem.com/returns.html>.

### **Qualifying Purchase (1x Prep, 1x Treat & 1x SPF) Participating Products:**

<b>“Prep” Products</b>	<b>“Treat” Products</b>	<b>“SPF” Product</b>
<ul style="list-style-type: none"> <li>• Squalane Cleanser</li> <li>• Glycolipid Cream Cleanser</li> <li>• Glucoside Foaming Cleanser</li> <li>• Glycolic Acid 7% Exfoliating Toner</li> </ul>	<ul style="list-style-type: none"> <li>• Hyaluronic Acid 2% + B5 (with Ceramides)</li> <li>• Niacinamide 10% + Zinc 1%</li> <li>• Caffeine Solution 5% + EGCG</li> <li>• Soothing &amp; Barrier Support Serum</li> <li>• Multi-Peptide Serum for Lash and Brow</li> <li>• Balancing &amp; Clarifying Serum</li> <li>• Alpha Arbutin 2% + HA</li> </ul>	<ul style="list-style-type: none"> <li>• UV Filters SPF 45 Serum</li> </ul>

### **NIOD - Fractionated Eye Contour Concentrate (FECC) 3mL Gift with Purchase**

NIOD Fractionated Eye-Contour Concentrate (3ml) gift with purchase (the “FECC Promotion”) is available on niod.com from 12:00am EST July 8, 2025 to 11:59pm EST July 21, 2025 and at select standalone DECIEM/The Ordinary stores (“select stores” – see list below) during store hours, while supplies last (the “FECC Promotion Period”). For online purchases, code JULYFECC must be entered during checkout. For in-store purchases, Promotion will be applied automatically at checkout.

Customers who purchase at least one NIOD product **and** spend the minimum qualifying amount (before taxes and other charges) in their local currency in a single transaction, according to the table below (“Qualifying Purchase”), will qualify to receive one (1) free mini

NIOD Fractionated Eye-Contour Concentrate (3ml) (the "Gift"). The Ordinary and LOoPHA products are excluded from this Promotion. Limit of one (1) Gift per customer/transaction. The Gift is subject to stock availability. If Gift stock runs out prior to the end of the Promotion Period, then this Promotion ends.

### Qualifying Purchase (minimum spend):

Canada	\$75 CAD
United States	\$75 USD
United Kingdom	£50 GBP
Australia	\$75 AUD
Europe	€60 EUR
South Korea	₩100,000 KRW
Hong Kong	\$600 HKD
All Other Countries	\$75 USD

Offer excludes applicable taxes, brokerage, duties and custom fees, shipping and delivery charges, gift cards, and other other items not discountable or excluded by law. Offer applies to available products and stock at the time of purchase, no rainchecks or price adjustments. Offer is not valid on purchases outside of the stated promotion period, is non-transferable and there is no cash value or alternatives. DECIEM reserves the right, without prior notice, to (i) discontinue this offer/promotion at any time; (ii) cancel or refuse any individual's benefit from it, including, without limitation, individuals creating multiple user accounts; (iii) amend these terms and conditions; and (iv) limit the number of promotional redemptions. Except as otherwise set out herein, all purchases are subject to DECIEM's standard Terms and Conditions (which can be found at <https://deciem.com/terms.html>) and Shipping + Delivery Terms (which can be found at [https://theordinary.com/faq.html#shipping\\_delivery](https://theordinary.com/faq.html#shipping_delivery)) which are expressly incorporated herein by reference. Any returned items will be refunded to the original method of payment used at checkout, at the price paid and subject to our Return Policy found at <https://deciem.com/returns.html>. **Select Stores**

- DECIEM Queen St

- DECIEM Yorkville
- DECIEM Distillery District
- DECIEM Square One
- DECIEM Vancouver Downtown
- DECIEM Vancouver Metrotown
- DECIEM Chicago Wicker Park
- DECIEM NYC Fifth Avenue
- DECIEM NYC Nolita
- DECIEM Amsterdam Centrum
- DECIEM London Commercial St.
- DECIEM London Seven Dials
- DECIEM London Westfield White City
- DECIEM Gangnam

## **Sitewide Free Shipping**

The Free Standard Shipping – No Minimum (the “**Promotion**”) is available only on theordinary.com, niod.com and loopha.com from 12:00am EST June 5, 2025 to 11:59pm EST June 27, 2025 (the “**Promotion Period**”). Promotion will be applied automatically at checkout on all qualifying purchases during the Promotion Period.

Promotion is only available to customers who (i) reside in countries that DECIEM is currently shipping to and (ii) purchase any The Ordinary, NIOD, or LOoPHA product online (“**Eligible Customers**”). Eligible Customers will receive free standard shipping on all qualifying purchases.

Qualifying purchase excludes applicable taxes, brokerage, duties and custom fees, gift cards and other items not discountable or excluded by law. The Promotion applies to available products and stock at the time of purchase, no rainchecks. Promotion is not valid on purchases outside of the Promotion Period, is non-transferable and there is no cash value or alternatives.

DECIEM reserves the right, without prior notice, to (i) discontinue this offer/promotion at any time; (ii) cancel or refuse any individual's benefit from it, including, without limitation, individuals creating multiple user accounts; (iii) amend these terms and conditions; and (iv) limit the number of promotional redemptions.

Except as otherwise set out herein, all purchases are subject to DECIEM's standard Terms and Conditions (which can be found at <https://deciem.com/terms.html>) and Shipping + Delivery Terms (which can be found at [https://theordinary.com/faq.html#shipping\\_delivery](https://theordinary.com/faq.html#shipping_delivery)), which are expressly incorporated herein by reference. Any returned items will be refunded to the original method of payment used at checkout, at the price paid and subject to our Return Policy found at <https://deciem.com/returns.html>.

## **30% off LOoPHA for Early Adopters**

The 30% off LOoPHA Instagram discount code offer (the "**Offer**") is available to eligible customers who are followers of "LOoPHA" on Instagram, from May 27th, 2025 12:00 AM EST to June 8th, 2025 11:59 PM EST (the "**Offer Period**"). Discount code "EARLYADOPTER" must be entered during checkout to receive 30% off your LOoPHA purchase. Limit of one Offer Code redemption per eligible customer. Offer cannot be combined with other offers/promotions. Offer does not apply to The Ordinary or NIOD products.

### **Other important T&Cs**

Offer (i) excludes applicable taxes, brokerage, duties and custom fees, shipping and delivery charges, gift cards, other discounts and promotions (unless otherwise stated) and other items not discountable or excluded by law; (ii) applies to available products and stock at the time of purchase, no rainchecks; (iii) is not valid on purchases outside of the Offer Period; (iv) is non-transferable and there is no cash value or alternatives; and (v) is not for commercial or resale purposes.

DECIEM reserves the right, without prior notice, to (i) discontinue this offer/promotion at any time; (ii) cancel or refuse any individual's benefit from it, including, without limitation, individuals creating multiple user accounts; (iii) amend these terms and conditions; and (iv) limit the number of promotional redemptions. Except as otherwise set out herein, all purchases are subject to DECIEM's standard Terms and Conditions (which can be found at <https://deciem.com/terms.html>) which are expressly incorporated herein by reference. Any returned items will be refunded to the original method of payment used at checkout, at the price paid and subject to our Return Policy found at <https://loophaa.com/returns.html>

## **NIOD Welcome Offer**

## **Eligibility for Receiving Discount Code**

The NIOD Welcome Discount Code Promotion (the “**Promotion**”) is available to Eligible Customers from 12:00AM EST December 11, 2024 to 11:59PM EST October 31, 2025 (the “**Promotion Period**”). The Promotion is only available to individuals who (i) subscribe to NIOD marketing emails for the first time via the pop-up at <https://niod.com>; and (ii) reside in countries that DECIEM is currently shipping to (“**Eligible Customers**”). Eligible Customers will receive a unique, single use 15% off unique promotion code (the “**Discount Code**”) to be used toward their next eligible online NIOD purchase (see below **Redemption of Discount Code**). Limit is one (1) Discount Code per Eligible Customer. The Discount Code will be sent to Eligible Customers approximately three (3) business days after the date they subscribe to NIOD marketing emails.

## **Redemption of Discount Code**

The Discount Code is valid for use for online purchases only from the date Eligible Customers receive their Discount Code until 11:59PM EST October 31, 2025 (the “**Discount Redemption Period**”). The Discount Code can only be redeemed on NIOD products. Limit is one (1) Discount Code redemption per Eligible Customer. Eligible Customers must provide the Discount Code at checkout in order to receive the discount.

## **Other important T&Cs**

Redemption of Discount Code: (i) excludes applicable taxes, brokerage, duties and custom fees, shipping and delivery charges, gift cards, other discounts and promotions (unless otherwise stated) and other items not discountable or excluded by law; (ii) applies to available products and stock at the time of purchase, no rainchecks; (iii) is not valid on purchases outside of the Discount Redemption Period; (iv) is non-transferable and there is no cash value or alternatives; and (v) is not for commercial or resale purposes.

DECIEM reserves the right, without prior notice, to (i) discontinue this offer/promotion at any time; (ii) cancel or refuse any individual's benefit from it, including, without limitation, individuals creating multiple user accounts; (iii) amend these terms and conditions; and (iv) limit the number of promotional redemptions. Except as otherwise set out herein, all purchases are subject to DECIEM's standard Terms and Conditions (which can be found at <https://deciem.com/terms.html>) which are expressly incorporated herein by reference. Any returned items will be refunded to the original method of payment used at checkout, at the price paid and subject to our Return Policy found at <https://deciem.com/returns.html>.

# The Ordinary Welcome Offer

## Eligibility for Receiving Discount Code

Eligible customers will receive a unique, single use promotion code via email (the "**Discount Code**") after subscribing to The Ordinary marketing emails. Eligible customers must be subscribing to The Ordinary marketing emails via the pop-up for the first time. Discount Code may be redeemed in-store or online. For online purchases, Discount Code can only be redeemed by customers who reside in countries that DECIEM is currently shipping to. Eligible customers must purchase a minimum of one (1) The Ordinary product and provide the Discount Code at checkout in order to receive one (1) free Squalane Cleanser - 30ml (the "**Free Product**").

For online purchases, the Free Product will be added to cart after the Discount Code is provided. For in-store purchases, the Welcome Email together with the Discount Code must be provided to The Ordinary staff during checkout. Customers who sign up in-store will be able to redeem the Free Product immediately at checkout and will receive a Welcome Email without a Discount Code. The Discount Code can only be redeemed from the date eligible customers receive their Discount Code until 11:59PM EST October 31, 2025 (the "**Discount Redemption Period**"). The Discount Code can only be redeemed on The Ordinary products. Limit is one (1) Discount Code redemption per eligible customer.

## Other important T&Cs

Redemption of Discount Code: (i) excludes applicable taxes, brokerage, duties and custom fees, shipping and delivery charges, gift cards, other discounts and promotions (unless otherwise stated) and other items not discountable or excluded by law; (ii) applies to available products and stock at the time of purchase, no rainchecks; (iii) is not valid on purchases outside of the Discount Redemption Period; (iv) is non-transferable and there is no cash value or alternatives; and (v) is not for commercial or resale purposes.

DECIEM reserves the right, without prior notice, to (i) discontinue this offer/promotion at any time; (ii) cancel or refuse any individual's benefit from it, including, without limitation, individuals creating multiple user accounts; (iii) amend these terms and conditions; and (iv) limit the number of promotional redemptions. Except as otherwise set out herein, all

purchases are subject to DECIEM's standard Terms and Conditions (which can be found at <https://deciem.com/terms.html>) which are expressly incorporated herein by reference. Any returned items will be refunded to the original method of payment used at checkout, at the price paid and subject to our Return Policy found at <https://deciem.com/returns.html>.