

Date: March 7, 2014
Client: Conopco, Inc., d/b/a Unilever
Sweepstakes: Suave Professionals Natural Infusions Touch of Glam Sweepstakes
Subject: Official Rules

Mandatories:

No purchase necessary. Void where prohibited. Suave Professionals Natural Infusions Touch of Glam Sweepstakes is sponsored by Conopco, Inc., d/b/a Unilever. Open to legal residents of the 50 U.S. & D.C., 18 or older. Begins 3/17/14 at 12:00 a.m. ET & ends 5/31/14 at 11:59 p.m. ET. For official rules, click [here](#).

**SWEEPSTAKES OFFICIAL RULES
NO PURCHASE NECESSARY TO ENTER OR WIN.
OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF
COLUMBIA, 18 YEARS OF AGE OR OVER. INTERNET ACCESS REQUIRED.**

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter or Instagram. You understand that you are providing your information to Conopco, Inc., d/b/a Unilever and not to Twitter or Instagram. The information you provide will only be used in the event you are selected as a Sweepstakes winner or if you have indicated that you would like to receive additional information from Conopco, Inc., d/b/a Unilever.

1. **Sweepstakes Period:** Suave Professionals Natural Infusions Touch of Glam Sweepstakes (the “Sweepstakes”) begins March 17, 2014 at 1:00 p.m. Eastern Time (“ET”) and ends May 31, 2014 at 11:59 p.m. ET (the “Sweepstakes Period”).
2. **Eligibility:** Open to legal residents of the 50 United States and the District of Columbia, 18 years of age or older as of date of entry. Employees of Conopco, Inc., d/b/a Unilever (the “Sponsor”), Don Jagoda Associates, Inc., their respective affiliates, parents, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies (collectively the “Sponsor and its Administrators”), and its affiliates and each of their respective employees, shareholders, directors, officers, members, assigns and agents and their immediate family members and/or those living in the same household of each are not eligible to participate or win.
3. **How To Enter: There are two ways to Enter. ONE via Twitter/Instagram:** During the Sweepstakes Period, you may enter by uploading a photo of yourself (the “Photo”) via Twitter.com or on your web enabled mobile device via the Instagram application with the hashtag #TouchOfGlam (the “Submission”). Then, your Submission will receive an automatic comment from the Sponsor with a link to Suave.com (the “Page”) where you must complete the entry process and enter the required registration information to receive two (2) entries into the Sweepstakes drawing. If submitting a Photo depicting other individuals you must make the other individuals aware that you are entering a Photo on their behalf and attest that the other individuals have agreed that you may submit such Photo and any individual featured in the Photo must be 18 years of age and over. You must complete all required registration information in order to receive an entry. **TWO via Registration:** During the Sweepstakes Period, you may visit the Page and follow the onscreen

instructions to complete all required registration information to receive one (1) entry into the Sweepstakes drawing. Limit up to three (3) Entries per person for the entire Sweepstakes Period. If uploading via Instagram, your photo must be uploaded in accordance with the Instagram Terms of Use (<http://instagram.com/about/legal/terms/>). If uploading via Twitter, your photo must be uploaded in accordance with the Twitter Terms of Service (<https://twitter.com/tos>). You must have an Instagram account to enter via Instagram and have your account privacy settings set to “Off”. You must have a Twitter account to enter via Twitter and have your account settings set to “unprotected” or “public”. Potential winners may be required to show proof of being the authorized account holder of the Instagram/Twitter account associated with the entry. All entry components submitted and photos uploaded shall herein be referred to as the entry (the “**Entry**”). The person uploading the Entry will be deemed the entrant (the “**Entrant**”). All Entries must be unique. Entries will not be judged. In the event of a dispute as to the identity of an Entrant, the Entrant will be deemed the name appearing on the Entry. The Entry must: 1) be complete to be eligible; 2) be the property of the Entrant. Sponsor has the sole discretion to determine whether a Photo qualifies as an Entry. Any Entry not in compliance with the above and which does not meet the requirements of these Official Rules will be disqualified. By entering, you understand and agree that your Photo may (in Sponsor’s sole discretion) be posted online for consumers to view on the Page or other Sponsor-selected sites. Sponsor will only be posting select Photos (in their sole discretion). Sponsor reserves the right to remove any posted Photos, in its sole discretion, even if the Photo has already been made available to the public. Participation is subject to disqualification of all Entries, if multiple accounts are used by the same person. All Entries must be completed and submitted by 11:59 p.m. on May 31, 2014, to be eligible. Normal Internet access and usage charges imposed by Entrants’ online service will apply.

4. **Entry Requirements:** By entering, you understand your Entry may be featured in the Photo Gallery and you agree to waive any rights you may have to the Entry submitted. In order to be entered into the Sweepstakes, Entrants must comply with registration instructions when submitting their Entry. The Entry, or portion thereof, must not contain obscene, profane, lewd, defamatory or inappropriate content, or be disparaging to Sponsor, as determined in Sponsor’s sole discretion. Entries must be in keeping with Sponsor’s image and may not be offensive, as determined by Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy rights of any person, living or deceased, or otherwise infringe upon any person’s personal or proprietary rights. Entrants may not copy or otherwise plagiarize the Entry from any source. All Entries must be the sole, original work of the Entrants. Any Entry or portion thereof that is, in the Sponsor’s sole discretion, obscene, profane, lewd, defamatory, inappropriate, disparaging, offensive or contains proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity, or is otherwise objectionable, will not be considered and may disqualify the Entrant. Entries should not contain any third party materials, or otherwise violate or infringe (or possibly infringe) any copyright, trademark, logo, mark that identifies a brand (other than Suave). Sponsor may blur or black out the infringing material, in their sole discretion, for consideration to be featured in the Photo Gallery. Entries become the property of the Sponsor and will not be acknowledged or returned. Entrants and winner acknowledge and agree that their Entries become the property of the Sponsor, which thereby has the right to edit, adapt, modify, reproduce, promote and otherwise use Entries in any way it sees fit. Multiple Entries received from any person or Twitter/Instagram username in excess of the limitation stated above will be void. A Twitter account is required to enter via Twitter and can be opened for free at <http://twitter.com>. If you do not have an Instagram account, visit www.Instagram.com to download the application. Twitter.com and Instagram.com are not affiliated with this Sweepstakes in any way and are not responsible for the administration of the

Sweepstakes or the awarding of the prizes. No endorsement or approval of Sweepstakes by Twitter or Instagram is expressed or implied. Automated, script, macro or robotic Entries submitted by individuals will be disqualified. Entries may be posted on the Sponsor's website, and may be posted on other non-affiliated websites, in Sponsor's sole discretion. Any Entry not in compliance with the above and which does not meet the requirements of these Official Rules will be disqualified.

5. **Random Drawing:** Five hundred (500) Prize winners will be selected in a random drawing on or about June 3, 2014 from among all eligible Entries received throughout the Sweepstakes Period. The random drawing will be conducted by Don Jagoda Associates, Inc. (the "**Administrator**"), an independent judging organization whose decisions are final on all matters relating to the Sweepstakes. The odds of winning a prize will depend on the number of eligible Sweepstakes Entries received during the Sweepstakes Period.
6. **Prizes and Approximate Retail Value ("ARV"); Prize (500 total):** A gift basket including three (3) Sponsor-selected Suave Professionals Natural Infusions products (max ARV: \$11.72 each). All prizes are subject to availability. Prizes are awarded "as is" without any warranty or guaranty of any kind. Limit one (1) Prize per person. No substitution or transfer of prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute a prize of equal or greater value in the event the prize is unavailable. Prizes may be substituted for any reason at the discretion of the Sponsor.
7. **General Rules:** Prizes are nontransferable and no cash substitutions are allowed except by the Sponsor, who reserves the right to award a prize of equal or greater value. Prizes will be sent to the winners at the address provided at time of Entry within 6-8 weeks after winner selection. Return of prize as undeliverable may result in disqualification and alternate selection. Winners and all Entrants, as a condition of entry into the Sweepstakes, agree to release and hold harmless Sponsor and its Administrators, Twitter, Instagram, Offerpop, each of their respective agencies, parents, subsidiaries, affiliates and each of their respective officers, directors, shareholders, members, employees, agents, assigns, and all others associated with the development and execution of the Sweepstakes (collectively the "**Released Parties**") from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an Entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use of prize awarded or any typographical or other error in these Official Rules or the announcement or offering of the prizes. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in the Sweepstakes or use or redemption of the prizes. Acceptance of prize constitutes permission to use winners' names, likenesses, Entries and photographs for promotional purposes (including any possible public relations opportunities) without further compensation except where prohibited by law. By entering, entrant accepts and agrees to be bound by these Official Rules. Entries will be declared to be made by the authorized account holder of the e-mail address submitted at the time of entry (or when setting up winner's account). "Authorized account holder" of an e-mail address is defined as the natural person who is assigned to an e-mail address by an Internet Access provider, Online Service provider, or other organization (e.g., business, educational institution etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes; violates the Official Rules; acts in an unsportsmanlike or disruptive manner; or acts

with intent to annoy, abuse, threaten or harass any other person. The Released Parties are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications, whether caused by the sender, by any of the equipment or programming associated with or utilized in the Sweepstakes which may limit the ability to participate, or by any human error which may occur in the processing of the Entries in the Sweepstakes. Entries generated by script or bot are not eligible. Sponsor reserves the right to cancel, terminate or modify the Sweepstakes if it cannot be completed as planned for any reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, technical failures or corruption of any sort. In such event, Sponsor will award the prizes from eligible Entries received prior to cancellation. Void where prohibited by law and subject to all federal, state and local laws. As a condition of entering the Sweepstakes, entrant (or parent/legal guardian if entrant is a minor in his/her state of residence) agrees that: 1) under no circumstance will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all causes of action arising out of or connected with the Sweepstakes, or prize awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event will entrant be entitled to receive attorneys' fees or other legal costs.

8. **Sponsor/Administrator:** The Sponsor of the Sweepstakes is Conopco, Inc., d/b/a Unilever, 800 Sylvan Ave., Englewood Cliffs, NJ 07632. The Administrator of the Sweepstakes is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.