

REDKEN COLOR OBSESSED CONTEST FORM
OFFICIAL RULES

1. The REDKEN COLOR OBSESSED contest is sponsored by **REDKEN CANADA**, a division of L'Oréal Canada Inc. (hereinafter "**Contest Sponsor(s)**"). The contest is open in all of Canada at all participating retailers and starts on September 1st, 2025 at 00h00, and closes on October 31st 2025, at 23h59 (ET).

Eligibility

2. This contest is exclusively open to professional hair salons, including their stylists who are residents of Canada having reached the age of majority in their province or territory of residence, located in the following regions: West Coast (British Columbia), Prairies (Manitoba, Saskatchewan), Ontario, Quebec, and Atlantic (Newfoundland and Labrador and New Brunswick). Employees, representatives and agents of the Contest Organizer(s), their affiliated companies, advertising and/or promotional agencies, promotional and contractual partners in connection with this contest, as well as persons domiciled with those mentioned above and members of their immediate family (father, mother, brothers, sisters and children, regardless of where they reside) are not eligible. Prize draws are conducted based on the region of participation, as more fully described in the "Prizes" subsection.

How to Enter

3. To participate in the contest as a salon, the salon must:
 - 3.1 Purchase a Color Obsessed offer from their authorized regional distributor during the contest period.
 - 3.2 Invite their clients to book their next appointments, and at the time of booking, present them with the official contest QR code allowing them to access the Redken Canada newsletter registration form. Once the client has completed all fields of the form and submitted it, they will be counted as participating in the contest as a thank you for their registration. No acknowledgment of receipt will be sent to them by mail, nor confirmation call. Facsimiles of the entry form are not accepted.
 - 3.3 Each time a client submits their form, the salon must complete the salon registration tracking form.
4. LIMIT ONE LIMIT OF ONE (1) PARTICIPATION PER SALON OR CIVIC ADDRESS OR EMAIL. DUPLICATE ENTRIES WILL BE DELETED BY L'ORÉAL CANADA INC. (HEREINAFTER "L'ORÉAL") EXCEPT THOSE AUTHORIZED BY THESE RULES. A PARTICIPANT DECLARED WINNER CANNOT RE-REGISTER FOR THE CONTEST UNDER PENALTY OF AUTOMATIC DISQUALIFICATION.
5. NO PURCHASE REQUIRED. To participate in the contest without having made a purchase, please write a 50-word essay with the theme "Why I love Redken". Each essay must be written by the person submitting the essay, and not mechanically reproduced. Include with your essay your name, address, postal code and your telephone number and send it to the following address: L'Oréal Canada - 1500 Blvd Robert-Bourassa Suite #600, Montreal, Quebec, H3A 3S8. Any essay must be postmarked before October 31, 2025 and be received no later than four (4) business days after the contest closing date to be eligible for the grand prize draw. Limit: you may enter a

maximum of one no-purchase participation per person. Limit of one (1) essay per sufficiently stamped envelope. Limit of one (1) no-purchase participation per salon.

Prizes

GRAND PRIZE

6. There are ten (10) grand prizes to be won, namely ten (10) packages of 2000 Redken C5A loyalty points with an approximate value of \$2,000 CAD each, which can be used for education classes, courses or educational events.

Selection of Winners

7. On or about November 30th 2025, in Montreal, the selection of winners will be carried out by Redken as follows:
 - The 5 salons having generated the highest number of client newsletter registrations before the closing date in their respective region will win a grand prize. The participating regions are as follows: West Coast (British Columbia), Prairies (Manitoba, Saskatchewan), Ontario, Quebec, and Atlantic (Newfoundland and Labrador and New Brunswick).
 - 5 additional salons will be selected at random by draw, with one (1) salon being drawn at random per region. The participating regions are as follows: West Coast (British Columbia), Prairies (Manitoba, Saskatchewan), Ontario, Quebec, and Atlantic (Newfoundland and Labrador and New Brunswick). A salon having won the highest number of registrations in a region cannot also be randomly drawn.

Prize Claim

8. In order to be declared a winner and be able to claim prize, each salon which will have its name drawn will have to:
 - a) Be reached by telephone or e-mail by the Contest Sponsor(s) within five (5) days following the draw;
 - b) Correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered by phone, e-mail or on the ballot.

In the event that any one of the conditions mentioned herein is not respected, the selected participant's entry will be void and a new draw will be conducted following the official contest rules until a new winner is selected.

9. Winner will be asked to fill out and sign a *Declaration & Release Form* and **return** it to Contest Sponsor(s), to the specified address, within ten (10) days following receipt of the document.
10. Upon reception of the *Declaration & Release Form* duly filled and signed by chosen participant, Contest Sponsor(s) will either directly send the prize to the address provided on form or, Contest Sponsor(s) will mail instructions to chosen participant with instructions on how to claim prize.

In the case of a direct delivery to winner's address, a 4 to 6 weeks delay following reception of the *Declaration & Release Form* applies.

General Terms and Conditions

11. All information provided by salon must be complete and accurate. Contest Sponsor(s) will not be held responsible for any and all telephone problems, unclear voice mail messages, a late / incomplete / erroneously sent prize claim. For any and all incomplete, distorted, late and reproduced entry ballot, which will be annulled and will void eligibility for prize claim.
12. Contest Sponsor reserves the right at its sole discretion to disqualify any individual from the contest and to ban the individual from any future contest of the Contest Sponsor(s) that it finds or believes to be tampering with the entry process or the operation of the contest or contest website; to be acting in violation of the Official Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. This person may be referred to the competent judicial authorities. The decision of the Contest Sponsor(s) in this regard is final and without appeal.
13. If it is discovered that attempts were made by a registered entrant (or any individual purporting to be a registered entrant) to: (i) enter/vote more than once per registered entrant per day during the contest period. (ii) use any automated, script, macro or robotic program(s) to enter/vote (iii) engage in systematic entering/voting in the same day from the same computer/IP address (including but not limited to the creation of false email addresses or social media accounts); then it may result in the disqualification, in the sole and absolute discretion of the Contest Sponsor(s), even if the entrant was declared a winner.
14. **WARNING:** ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON 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, CONTEST SPONSOR(S) RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
15. Prize must be accepted as awarded. NO SUBSTITUTION OF PRIZES IS PERMITTED EXCEPT BY L'ORÉAL IN ITS SOLE DISCRETION. L'ORÉAL RESERVES THE RIGHT TO SUBSTITUTE ANY PRIZE WITH ANOTHER PRIZE OF EQUAL OR GREATER VALUE, IF A PRIZE CANNOT BE AWARDED AS DESCRIBED FOR ANY REASON. PRIZES ARE NON-TRANSFERABLE AND ARE NOT REDEEMABLE FOR CASH OR CREDIT, IN WHOLE OR IN PART.
16. Entrants agree to abide by the terms of these Official Rules and by all decisions of the Contest Sponsor(s), which are final in all matters pertaining to the contest. Contest is subject to all applicable laws. By entering/voting, participants release and hold harmless Contest Sponsor(s), its affiliated and related companies and advertising, promotion agencies and all of their respective directors, officers, shareholders, employees, agents, successors and assigns from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Contest or any prize won. Winners will be required to sign and return, within the time period indicated on the documents, a Declaration of Compliance with Contest Rules and a full Liability and Publicity Release and/or any other document.

17. By entering, you consent to Contest Sponsor(s)' use, should you become a winner, of your name, place of residence and photograph or other likeness, and your testimony without further compensation or notice, for publicity, advertising or informational purposes in any media or format (including the Internet) in connection with the products, this Contest, or future similar contests. You also agree to sign any document related to this commitment or considered necessary by the Contest Sponsor(s). By entering, you declare that you have complied with the Contest Rules.
18. All entries become the property of L'Oréal and will not be returned to entrants. If a selected entrant's entry is an Internet entry, the selected entrant may be required to provide Sponsor with proof that the selected entrant is the authorized account holder of the e-mail address associated with the selected entry.
19. For the purpose of the present contest, the participant is considered to be the person whose coordinates appear on the contest entry form or ballot. It is this person whom will be asked to answer the mathematical skill-testing question. It is also the person to whom the prize will be awarded if all contest conditions are met. Contest Sponsor(s) reserve the right to request a piece of i.d. prior to prize remittance.

Limitations of Liability

20. Without limiting the release, and for greater certainty, the Contest Sponsor(s), their affiliates, employees, agents and representatives will not be liable for: a) any incorrect or inaccurate information, whether caused by contest website users or by any equipment or programming associated with or utilized in the contest or by any technical or human error which may occur in the processing of entries in the contest; b) any error, omission, interruption, deletion, defect or delay in operation of the contest website or any transmission in connection with the contest; c) any communications line failure, theft, destruction or unauthorized access to, or alteration of, entries; d) any problems with, or technical malfunction of, any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, or failure of e-mail which may occur for any reason whatsoever, including technical problems or traffic congestion on the Internet or at any website or combination thereof; or e) any injury or damage to participants' or to any other person's computer related to or resulting from participating or downloading materials in this contest. If the contest is not capable of running as planned for any reason, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Contest Sponsor(s) which corrupt or affect the administration, security or proper conduct of this contest, L'Oréal reserves the right at its sole discretion to, without advance notice, terminate or suspend the Contest, in whole or in part, or modify it in any way. In any event, the Contest Sponsor(s), their affiliated companies and the suppliers of prizes and services related to this contest may not be required to award more prizes than those provided for in these rules or to award prizes other than in accordance with these rules. Participation in the contest implies acceptance of these rules, in particular with regard to the absolute limit on the number of prizes described above.
21. By participating or attempting to participate in the present contest, all individuals release the Contest Sponsor(s), their advertising and promotional agencies, their employees, agents and

representatives from any damage that could be incurred due to their participation or attempted participation in the contest.

22. The masculine gender is used in no discriminatory fashion, simply to facilitate composition.

Privacy

23. Contest Sponsor(s) are collecting personal data about entrants for the sole purpose of administering this contest. No further informational or marketing communications will be received by the entrant unless the entrant provides the Contest Sponsor(s) with explicit permission to do so as indicated on the entry form where it asks the user if they would like to receive additional communication from the Contest Sponsor(s). For more information regarding our processing of your Data, please consult our privacy policy available at: www.redken.ca.