

**REDKEN CANADA COLOR OBSESSED CONTEST
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 salons and starts on September 1st, 2025 at 00 h 00, and closes on October 31th 2025, at 23 h 59 (ET).

Eligibility

2. The contest is open to residents of Canada who have reached the age of majority in their province of residence. Employees, representatives and agents of the Contest Sponsor(s), their respective advertising and promotional agencies, affiliated and related companies, and members of the immediate family (parents, children, siblings and spouse, regardless of where they live) and household of such employees are not eligible.

How to Enter

3. You may enter the contest by one of the following options:

During the contest period, visit a participating hair salon, schedule an appointment with your stylist for a future service, and ask your stylist to show you the official contest QR code. Once you have scanned the QR code, complete the Redken Canada newsletter registration form by providing and submitting the required information. As a thank you, your newsletter registration will count as one (1) entry in this contest. No acknowledgment of receipt will be sent to participants by mail, nor will there be confirmation calls. Other transmission methods, including facsimiles of the entry form, are not accepted.

NO PURCHASE NECESSARY. To enter the contest without making a purchase, please write a 50-word essay about "Why I love Redken". Each essay must be original to the entrant submitting the essay, and not mechanically reproduced. Include the essay along with your name, address, postal code, and phone number and mail it to: L'Oréal Canada - 1500 Blvd Robert-Bourassa Suite #600, Montreal, Quebec H3A 3S8 All essay entries must be post marked by October 31th, 2025 and be received by Redken at the aforesaid address no later than four (4) business days after the Contest Closing Date to be eligible for entry into the Grand Prize Draw. Limit: you may enter a maximum of one No purchase entry per person. Limit of one (1) essay per envelope with sufficient postage. Limit of one (1) no-purchase entry per person.

4. LIMIT OF ONE (1) ENTRY PER PERSON OR BY CIVIC ADDRESS OR BY E-MAIL. L'ORÉAL CANADA INC. (HEREINAFTER "L'ORÉAL") WILL VOID ALL DUPLICATE ENTRIES, EXCEPT THOSE PERMITTED BY THESE OFFICIAL RULES. IF DECLARED A WINNER, ENTRANT MAY NOT RE-ENTER THE CONTEST OTHERWISE THIS WILL RESULT IN IMMEDIATE DISQUALIFICATION.

Prizes

GRAND PRIZE

5. There are ten (10) grand prizes, each including: one (1) pre-paid credit card with an approximate value of \$1000 CAD and one (1) basket of Redken products with an approximate value of \$100 CAD. The prizes will be awarded as follows: five (5) random draws will be conducted and at each draw, one (1) client will be selected at random. The client as well as their associated stylist will each receive one (1) identical grand prize set, with a total approximate value of \$1100 CAD. In total, ten (10) people will win a prize set (5 clients + 5 stylists).

Selection of Winners

6. Around November 30, 2025, in Montreal, five random draws will take place, which will take into account all eligible entries received before the contest closing date or on the contest closing date, which drawing will be conducted by Redken Canada. The chances of winning a prize depend on the total number of eligible entries received on or before the contest closing date. Each client entry is inseparably linked to the stylist who accompanies them in the registration process, as stated in section 5. In the event that a client is selected during a draw, the associated stylist will automatically be designated co-winner of the same draw.

Prize Claim

7. In order to be declared a winner and be able to claim prize, each person which will have its name drawn randomly 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.

8. 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.
9. 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

10. All information provided by participant 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.

11. 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.
12. 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.
13. **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.
14. 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.
15. 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.
16. 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.

17. 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.
18. 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

19. 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. The Organizer cannot in any way be held responsible for limits, restrictions or other conditions imposed by the prepaid credit card issuer.
20. 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.
21. The masculine gender is used in no discriminatory fashion, simply to facilitate composition.

Privacy

22. 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.