

#MKColor4LifeContest

Frequently Asked Questions

Nov. 10 – Dec. 31, 2018

1. What are the dates of the contest?

The contest entry begins Saturday, Nov. 10, 2018, at 12:01 a.m. Central time (CT) and ends Monday, Dec. 31, 2018, at 11:59:59 p.m. CT (entry period). Administrator's designated computer server is the official timekeeping device for the contest.

2. How does my customer enter the contest?

Your customer may enter this contest via marykay.com/mkcolor4lifecontest on your *Mary Kay*® Personal Web Site or marykay.com or by posting to her own Instagram® account during the contest period.

BY SUBMITTING AN ENTRY, SHE ACKNOWLEDGES THAT SHE HAS READ, UNDERSTOOD AND FULLY AGREES TO THE OFFICIAL RULES.

A. The Mary Kay Contest Page: marykay.com/mkcolor4lifecontest

- i. Your customer must complete the required information and upload her "after" selfie showing the makeover using only *Mary Kay*® products on the registration page. The customer needs to caption the photo with what she loved about her Mary Kay experience and add your name (because you are her Mary Kay Independent Beauty Consultant) and your location (because many Mary Kay Independent Beauty Consultants have the same name, the location allows us to identify the one associated with this customer entry). Captions that do not include the Beauty Consultant's name will be disqualified.
- ii. Customer must agree to the official rules and then submit entry.

B. Instagram®: If your customer's Instagram® account is set to "protected mode" or "private," the entry may not be visible and thus may not be received by us. The entry method must be set to "public."

- i. Customer will upload her makeover photo and a caption about her Mary Kay experience.
- ii. Caption needs to include hashtag #MKColor4LifeContest PLUS @marykayus and include your Mary Kay Independent Beauty Consultant Instagram® handle (your user name on Instagram®) or your name if you do not have an Instagram® account. The entry will be reviewed for compliance, and if it complies with the requirements above, it will be entered in to the judging process. The eligible entry may appear on the Mary Kay Gallery page located at marykay.com/mkcolor4lifecontest. The Instagram® terms of use (<http://instagram.com/about/legal/terms/#>) apply.

Limit: One (1) entry per customer. However, a Beauty Consultant may have more than one customer enter during the entry period.

3. What is the contest web address?

marykay.com/mkcolor4lifecontest

4. Is this an online-only contest?

Yes, it is only online. No other forms of entry will be accepted, including by email or through the United States Postal Service.

5. Is the contest available in Spanish?

Yes, it is. The contest and its supporting materials are also available in Spanish. The contest web address is the same: marykay.com/mkcolor4lifecontest. Select Español.

6. Are there particular rules my customers need to follow when taking photos of their makeovers?

Yes. Please see the official rules.

7. Who should take the photo of their makeovers?

You or your customers may take the photos with their own phones or yours.

8. My customer uploaded her contest photo to Instagram®. How does she confirm that it was received?

If your customer's Instagram® account is set to "protected mode" or "private," the entry may not be visible and thus may not have been received. Customers must also use the hashtag #MKColor4lifeContest (it is not case sensitive) and also @marykayus in addition to having your Instagram® handle or your name in the caption of their post. Eligible entries will appear in the gallery page on marykay.com/mkcolor4lifecontest

9. How many times can a customer enter the contest?

A customer may enter only one time. It is one entry per person.

10. My customer is 17 years old now, but she will turn 18 before the contest ends. Is she eligible to enter?

Yes. However, she must wait until she has turned 18 before she can *submit* her entry, and she must turn 18 by Dec. 31, 2018.

11. Can I submit my customer's entry for her?

No. Your customer must upload her entry via her own Instagram® account or via the contest website. It is essential that customers entering the contest submit their own entries and agree to the contest rules.

12. Do consumers/customers have to purchase something from me in order to be eligible to enter the contest?

No purchase is necessary to be eligible to enter the contest.

13. How are entries being judged?

All eligible entries for the five (5) grand prizes will be scored by the judges based on the following equally weighted criteria:

- What you loved about the Mary Kay experience.
- Creativity of submission.
- Quality of photo and caption content.

In the event of a tie, a third-party judge selected by Mary Kay, and at its sole discretion, will judge the tied entries based on the above criteria to determine the winner.

14. What are the prizes that customers can win?

There are two levels of prizes to win:

1. Each grand prize winner (up to five (5) in all) and the winner's Independent Beauty Consultant will receive the following:

A trip for two (2) for the winner and a trip for two (2) for the winner's Beauty Consultant to New York City. Prize includes the following:

- Roundtrip (coach class) air transportation from the major airport nearest the winner's home address to New York. If the winner lives within 200 miles of Manhattan, ground transportation will replace air transportation as determined by Mary Kay at its sole discretion.
- Two (2) nights' hotel accommodations (double occupancy) in Manhattan (Feb. 8 and 9, 2019). Hotel to be determined by Mary Kay at its sole discretion.
- \$1,000 spending money.
- Winner and guest will receive a makeover.
- VIP access to a fashion show as part of New York Fashion Week.

Approximate retail value of each prize package for two (2) is \$3,450.

2. One hundred (100) secondary prizes: Each winner will receive a \$100 pre-loaded gift card and a *Mary Kay*[®] product with a retail value of \$25. These 100 entries are randomly selected. Terms and conditions of the gift card apply.

15. How will I find out if I am one of the five (5) grand prize winners or if I have won a secondary prize?

Prize winners will be notified by one of these methods: by email, by Instagram[®] direct message if they submitted their entry via Instagram[®], or by phone using the information provided in the entry.

16. Can the grand prize winners bring more than one guest on the trip if they cover the extra cost?

Yes. However, additional guests will not be provided with tickets to access the fashion show or with any other prize benefits from Mary Kay. All travel costs and expenses are the sole responsibility of the additional guest.

17. What if the winner doesn't respond?

If, despite reasonable efforts, any potential winner does not respond within four (4) calendar days of the first notification attempt or if prize notification is returned as unclaimed or undeliverable, such potential winner will forfeit the prize and an alternate potential winner may be selected. If any potential winner is found to be ineligible, has not complied with these official rules or declines a prize for any

reason, such potential winner will be disqualified, and at Mary Kay's discretion, an alternate potential winner may be selected. An alternate winner will be the entry with the next highest judges' scores as determined by the judges.

18. What are the rules of eligibility for the contest?

The #MKColor4LifeContest is open only to legal residents of the 50 United States, the District of Columbia, U.S. territories, possessions and military bases. Entrants must be 18 years of age or older at the time of entry (or the age of majority in their state of legal residence) and must have made contact with a U.S. Mary Kay Independent Beauty Consultant. Employees, officers, directors and agents of Mary Kay Inc., Mary Kay Independent Beauty Consultants and their immediate families (spouses, parents, siblings, and children and their respective spouses, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible.

19. Where can I find out more information about the contest?

You can find out more information, including contest rules, prizes, dates and other details, on *Mary Kay InTouch*[®] > Contests/Promotions where you will also find an *MKeCard*[®], a flier and digital images you can use to promote the contest to your customers. You and your customers may also visit the contest website at marykay.com/mkcolor4lifecontest.

20. What if I do not have a computer?

You may use someone else's computer. A local library is also a good resource.

21. What if my customer misses the deadline for entering the contest?

Unfortunately, we cannot accept contest entries after the deadline of 11:59 p.m. Central time on Dec. 31, 2018. Encourage her to participate in future *Mary Kay*[®] contests.

22. What happens if my customer wins one of the five (5) grand prizes but she becomes an Independent Beauty Consultant after entering the contest, but before the contest ends?

Both your customer and you are eligible for the trip to NYC, since she was not an Independent Beauty Consultant at the time of her contest entry.

23. What if my customer wins the trip but is not available during those dates to travel? Can she redeem the prize at another date?

No. She has to be able to travel on the specified dates of Feb. 8, 9, and 10, 2019. An alternate winner will be selected. An alternate winner will be the entry with the highest judges' scores as determine by the judges.

24. If my customer enters the contest, will her information be kept private?

By participating in the contest, your customer agrees to the collection and usage of her personal information and acknowledges that she has read and accepted our privacy policy. Please note that your customer is supplying information in the microsite, not on Instagram[®]. The #MKColor4LifeContest is not sponsored by, endorsed by, administered by or associated with Instagram[®].

- 25. What if my customer wants to remove the entry from the contest?**
The contest official rules state that once submitted, entries cannot be modified, deleted or canceled.
- 26. What if a winner has been determined as ineligible?**
If any potential winner is found to be ineligible, has not complied with the contest official rules or declines a prize for any reason, the potential winner will be disqualified, and an alternate potential winner will be selected. An alternate winner will be the entry with the highest judges' scores as determined by the judges.
- 27. Can my family members enter the contest?**
Mary Kay Independent Beauty Consultants and their immediate families (spouses and parents, siblings, and children and their respective spouses, regardless of where they reside) are not eligible to enter the contest.
- 28. Do winners' guests have to be at least 18 years of age?**
Yes. Travel companions must be 18 years of age or older at the time of departure for the trip (Feb. 8, 2019).
- 29. Does a winner's guest have to travel on the same flight as the winner?**
Yes. A winner's guest must travel on the same itinerary and the same time as the winners.
- 30. Does the makeover have to include only *Mary Kay Chromafusion*[™] products?**
No. Your customer's makeover can include any *Mary Kay*[®] products.

Instagram[®] is a registered trademark of Instagram, LLC.