

# **Mary Kay<sup>®</sup> Foundation of You Contest**

## **Frequently Asked Questions**

### **May 16 – July 11, 2019**

#### **1. What are the dates of the contest?**

The contest begins Thursday, May 16, 2019, at 12:01 a.m. Central time (CT) and ends Thursday, July 11, 2019, at 11:59 p.m. CT (entry period). Administrator's designated computer server is the official timekeeping device for the contest.

Up to ten (10) entries with the highest judges' scores will each receive the grand prize. Prize winners will be announced on or about Thursday, July 18, 2019.

#### **2. How do my customers enter the contest?**

Customers may enter this contest via [marykay.com/mkfoundationofyoucontest](http://marykay.com/mkfoundationofyoucontest) or by posting to their personal Instagram<sup>®</sup> account during the contest period.

BY SUBMITTING AN ENTRY, THEY ACKNOWLEDGE THAT THEY HAVE READ, UNDERSTOOD AND FULLY AGREE TO THE OFFICIAL RULES.

There are two (2) ways to enter this contest:

##### **a. Sponsor's Contest Page Entry:** [marykay.com/mkfoundationofyoucontest](http://marykay.com/mkfoundationofyoucontest)

- Your customers must complete the required information on the registration page, which includes uploading a photo showing off their perfect *Mary Kay*<sup>®</sup> foundation shade. Customers must caption the photo with the name of their specific foundation shade and include what makes them beautifully unique. They must add their Independent Beauty Consultant's name and 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.
- Customers must agree to the Official Rules and then submit their entry.

Eligible entries may appear on the "Gallery" page located at [marykay.com/mkfoundationofyoucontest](http://marykay.com/mkfoundationofyoucontest).

**b. Instagram<sup>®</sup> Entry:** If your customers' Instagram<sup>®</sup> 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."

- Customers will upload a photo showing off their perfect *Mary Kay*<sup>®</sup> foundation shade with a caption including the specific shade name and what makes them beautifully unique.

- Caption must include hashtag #MKFoundationOfYouContest, must tag @marykayus and also tag the customer's Independent Beauty Consultant.
- The entry will be reviewed for compliance, and if it complies with the requirements above, it will be entered into the judging process. The eligible entry may appear on the Sponsor's "Gallery" page located at marykay.com/mkfoundationofyoucontest. The Instagram® terms of use (<http://instagram.com/about/legal/terms/#>) apply.

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

**3. Can my customers upload a photo of themselves wearing any type of Mary Kay® foundation?**

Yes. Your customers can wear any type of *Mary Kay*® foundation in their entry as long as they include their specific shade name in the caption.

**4. What is the contest web address?**

marykay.com/mkfoundationofyoucontest

**5. Is this an online-only contest?**

Yes. It is only online. No entries are accepted via email or mail.

**6. 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/mkfoundationofyoucontest, and it will have an "Español" option.

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

Yes. Please see the Official Rules for details.

**8. Who should take the photo of their makeover?**

The Independent Beauty Consultant or the customer may take the photo. The entry can be a selfie or a photo taken by someone else.

**9. 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 hashtag #MKFoundationOfYouContest (it is not case sensitive) and must also tag @marykayus in addition to having your Instagram® handle or your name on the caption of their post. Eligible entries will appear in the gallery page on marykay.com/mkfoundationofyoucontest.

**10. How many times can a customer enter the contest?**

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

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

Your customer is only eligible to enter if she is 18 years of age or older at the time of entry. If she turns 18 before the end of the contest, she can enter on or after her 18th birthday.

**12. 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 Official Rules.

**13. Do 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.

**14. How are entries being judged?**

All eligible entries for the ten (10) grand prizes will be scored by the judges based on the following equally weighted criteria:

- Originality and creativity of submission.
- Adherence to the contest theme (i.e., what makes her beautifully unique and inclusion of her shade name).
- Quality of photo and caption content.

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

**15. What prizes can customers and Independent Beauty Consultants win?**

Each grand prize winner (up to ten [10] total) and the winner's Independent Beauty Consultant will receive the following:

A trip for two (2) to Santa Monica, Calif. Prize includes the following:

- Round-trip (coach class) air transportation from a major airport nearest the winner's home address to Los Angeles International Airport.
- Two (2) nights' (double occupancy) hotel accommodations in Santa Monica (8/23 and 8/24).

- \$1,000 spending money.
- A welcome basket with *Mary Kay*® products.
- A *Mary Kay*® makeover and photo shoot with the opportunity to be featured in Mary Kay web, social media and/or print publications.

Approximate retail value of each prize package is \$4,571.10.

**16. How will I find out if I am one of the ten (10) grand prize winners?**

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

**17. 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 the outlined prizes.

**18. 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 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 Company'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.

**19. What are the rules of eligibility for the contest?**

The *Mary Kay*® *Foundation of You* Contest is open only to legal residents of the fifty (50) United States and the District of Columbia (including territories, possessions and military bases) who are 18 years of age or older (or the age of majority) at the time of entry in their state of legal residence and who have made contact with a U.S. Mary Kay Independent Beauty Consultant (Independent Beauty Consultants may not enter as customers). Employees, officers, directors and agents of Mary Kay Inc., Mary Kay Independent Beauty Consultants and their immediate family (spouses and parents, siblings, children and their respective spouses, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible.

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

You can find out more information, including Official 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/mkfoundationofyoucontest](http://marykay.com/mkfoundationofyoucontest).

**21. What if I do not have a computer?**

You may want to use someone else's computer, or a computer at your local library is also a good resource. You can also enter via Instagram® on a mobile device.

**22. 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. CT on July 11, 2019. Encourage your customer to participate in future *Mary Kay*® contests.

**23. What happens if my customer wins one of the ten (10) grand prizes, but she becomes an Independent Beauty Consultant after entering the contest, but before the contest ends?**

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

**24. 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. Your customer must be able to travel on the specified dates; otherwise, an alternate winner will be selected. The alternate winner will be the entry with the highest judges' scores as determined by the judges.

**25. After my customer enters the contest, will her information be kept private?**

By participating in the contest, customers agree to the collection and usage of their personal information and acknowledge that they have read and accepted our privacy policy. Customers' name and images may be used in future *Mary Kay*® promotional materials.

Please note that your customers are supplying information in the microsite, not on Instagram®. The #MKFoundationOfYouContest is not sponsored, endorsed, administered by or associated with Instagram®.

**26. 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.

**27. What if a winner is determined to be ineligible?**

If any potential winner is found to be ineligible or 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.

**28. Can my family members enter the contest?**

Mary Kay Independent Beauty Consultants and their immediate family members (spouses and parents, siblings, children and their respective spouses, regardless of where they reside) are not eligible to enter the contest.

**29. 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.

**30. Do winners' guests have to travel on the same flight as the winners?**

Travel companions must travel on the same itinerary and at the same time as the winners.

**31. Can my customer wear more makeup than just a *Mary Kay*<sup>®</sup> foundation in her entry photo?**

Your customers can wear any *Mary Kay*<sup>®</sup> products in addition to *Mary Kay*<sup>®</sup> foundation when submitting their entry.

**32. Can my customer or I extend the grand prize trip?**

Yes. However, your customer or you are responsible for all fees not outlined in the official grand prize. If you or your customer deviate from the event dates or arrival/departure city, then it is considered flex air, meaning you would need to buy your own airfare, and Mary Kay Inc. would reimburse you for the cost of the original flight itinerary.

**33. Who books my trip?**

Mary Kay Inc. will handle booking airfare and accommodations.

Instagram<sup>®</sup> is a registered trademark of Instagram, LLC.