



JM Products, L.L.C.
ISOPLUS “MY BEST DEFENSE” SELFIE CONTEST
Official Contest Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. THE CONTEST IS OPEN ONLY TO LEGAL RESIDENTS OF THE CONTINENTAL UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST 18 YEARS OLD AT TIME OF ENTRY. INTERNET ACCESS IS REQUIRED TO PARTICIPATE.

I. CONTEST ENTRY PERIOD: The *Isoplus My Defense Selfie Contest* (the “Contest” or “Promotion”) is sponsored by JM Products, L.L.C., with offices located at 21841 Wyoming Avenue, Oak Park, MI 48237 (the “Sponsor” and “Prize Supplier”). The Contest begins at 12:00 a.m. Central Savings Time (CST) on August 30, 2019 (the “Start Date”) and ends at 11:59 p.m. Central Daylight Time (CDT) on November 21, 2019 (the “Contest Entry Period” or “Entry Period”). All dates are subject to change

II. ELIGIBILITY: The Contest is open solely to legal residents of the United States and the District of Columbia (“D.C.”) who are eighteen (18) years of age at time of entry. Officers, directors and employees of the Sponsor, and any of their respective parent companies, affiliated companies, subsidiaries, contractors, dealers, franchisees, licensees, distributors, suppliers, subsidiaries, participating retailers, advertising / promotion / judging agencies, persons engaged in the development, production or distribution of materials for this Contest, Compliance Sweepstakes Services (the “Contest Administrator”) (collectively, the “Released Entities”), and members of the immediate families (defined for these purposes as including parents, grandparents, children, grandchildren, siblings, and each of their respective spouse) or households (whether related or not) of any of the above, are NOT eligible to participate in the Contest or win. The Contest is subject to all applicable federal, state, and local laws and regulations. Participation constitutes an entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. **Void in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, and where prohibited, taxed, or restricted by law.**

III. CONTEST DESCRIPTION: The *Isoplus My Defense Selfie Contest* (the “Contest”) is a Selfie Photo (“Selfie Photo” or “Photo”) Contest which includes a Personal Story (“Personal Story” or “Story”) (collectively a “Submission”). No purchase, no entry fee, or proof-of-purchase is necessary to participate. Internet access is necessary. This is not a Sweepstakes. Specific skills are required to complete Sponsor’s specified objectives. Eligible consumers are invited to participate in the Contest by registering and submitting a 20 to 50-word Personal Story about how family members, friends, strangers, life’s events or even the use of *Isoplus*® products (“Products”) have been an influence in your defense, not only in life’s challenges, but also in hair and personal image. To participate, upload a Selfie Photo with or without that special family member or friend. Post a Selfie of you in a sport or activity that you are involved in and gives you self-confidence. If you use and love your *Isoplus* Products include one or all the Products in your Selfie Photo. You are encouraged to have fun, be creative and showcase your personality in your Selfie Photo and Personal Story Submission. This is a Contest and your Submission(s) will be reviewed by a panel of judges to determine three hundred (300) (twenty-five (25) weekly First Prize Winners (“Winner(s)”) and one (1) Grand Prize Winner during the Entry Period.

IV. HOW TO PARTICIPATE IN THE CONTEST: An individual is deemed a Contestant (“Contestant” or “you”) in the Promotion if eligible and enters the Contest at <https://myIsoplus.com> (“Contest Landing Page” or “Website”). Register your complete contact information and follow the prompts to post your Selfie Photo and

Personal Story (the “Submission”) to Instagram using the hashtags #isoplus and #mybestdefense. You have the option to tag the person who you believe has come to your defense in life, love, work or play. To feature your beautiful hair in your Selfie Photo, feature your favorite *Isoplus* Products in your Selfie. Judging criteria includes quality of image, therefore make the Product logos fully visible and readable. Refer to Section V. of these rules for entry details.

If you are using a mobile device it is important to understand that not all mobile phone providers carry the necessary service or apps to participate. Check your phone capabilities for specific Internet instructions. If your data usage exceeds what is allotted by your data plan, you could be subject to additional fees by your carrier. Please contact your mobile service provider with any questions regarding your service and fees prior to participating in the Contest. Sponsor is not responsible for any charges a Contestant may be charged by wireless service provider arising from or relating to Contestant’s participation in the Contest.

The Sponsor assumes no responsibility for lost, late, misdirected or damaged entries, including entries that may be delayed in transmission. No incomplete, illegible or otherwise invalid Submissions will be accepted.

V. SELFIE PHOTO AND PERSONAL STORY PARAMETERS AND REQUIREMENTS:

1.) Selfie Photo Submission Specifications:

- A Photo file must only be in one of the following formats: jpeg/jpg, png or gif
- Total file size must be no larger than 2MB.
- Photo must be in color
- Photo must be a recent image of Contestant – Full front view only.
- Selfie Photo may feature one to three different *ISOPLUS* Products that Contestant uses. (Optional)

Selfie Photo Submission must be an original image taken by the Contestant and does not require including *Isoplus* Product(s). No stock photos can be used. Any Photo Submission, which in the sole opinion of Sponsor is deemed to be inappropriate for publication will be deemed ineligible. Photo may not (a) contain any nudity or any inappropriate dress or language as solely determined by the Sponsor, (b) may not have been submitted in any other competition, (c) may not have been published, including postings on the World Wide Web or social media, prior to this Contest Submission, (d) may not infringe upon any third party's rights, including but not limited to copyright, patent or trademarks/tradenames/logos other than Sponsor, or rights of privacy or publicity, or contain material that is or may be considered defamatory, slanderous or libelous, or portray in a false light, and (e) may not violate any law, rule or regulation. Each Contestant warrants and represents that his/her Submission complies with the conditions set forth in sub-clauses (a) through (e) above. Non-complying Submissions will be subject to **disqualification**. Submission may include other individuals who willingly appear, but Contestant must obtain prior written consent from such individual satisfactory to Sponsor. Furthermore, a Photo Submissions must not contain the trademark, trade name, or logo of any third party (but may contain the trademark, trade name, or logo of the Sponsor) and cannot contain any material that is protected by copyright. Sponsor may post or not post any Submission online or in any other form of communication.

2,) Personal Story Submission Specifications:

- 20 to 50-words maximum
- Story must be in English.

Story Submission must be the original and sole creation of Contestant, and all rights, title and interest including but not limited to the copyright in the Submission must be owned solely by the Contestant. Sponsor reserves the right to delete any inappropriate content from a Submission without disqualifying the Submission where, in Sponsor’s determination, such change does not materially alter the Submission and the Contestant has otherwise attempted in good faith to comply with these Rules. Sponsor may post or not post any Submission online or in any other form of communication.

LIMITS: Limit to one (1) Submissions per Contestant during Entry Period. Once the Selfie Photo and Personal Story Submission are submitted, the Submission cannot be changed, altered or modified.

Contestant acknowledges and agrees that Sponsor may receive many Submissions in this Contest and that other Submissions may be similar or identical in theme, idea, format or other respects to Contestant’s Submission and

Contestant waives any and all claims Contestant may have had, may have, and/or may have in the future that any Submission accepted, reviewed and/or used by the Sponsor and Release Entities may be similar to or the same as his/her Submission.

IMPORTANT: Be sure to save a copy of your Submission in the original format after uploading it to the Website. If you are selected as a potential winner, you agree that you will provide Sponsor with your Submission in its original format in order for the Submission to be used in future advertising, PR or Promotions

This Contest may be cancelled in the event an insufficient number of qualified Submissions are received that meet the minimum standards established by the Judges. Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to Contestants.

VI. CONDITIONS OF ALL SUBMISSIONS: By submitting a Selfie Photo and Personal Story Submission, Contestant irrevocably assigns, conveys and otherwise transfers to Sponsor, its successors, and assigns any and all right, title, and interest in perpetuity throughout the world in and to the Contestant's Submission, including, without limitation, any and all copyrights, trademarks, contract and licensing rights, moral rights or "droit moral," and other intellectual property and proprietary rights in the Photo, and the exclusive right to edit, change, revise, reproduce, display, perform, publish, distribute, license, sublicense, and sell the Submission in whole or in part, and to prepare, use, and exploit derivative works or improvements thereof, in all forms and media now or hereafter known, including material in digital and electronic media, computer, audio and audiovisual versions, and translations and adaptations, all in any language throughout the world and in Sponsor's sole discretion in perpetuity. Without limiting the foregoing, Contestant hereby waives and releases Sponsor, from any and all claims that Contestant may now or hereafter have in any jurisdiction based on such "moral rights" or "droit moral" or unfair competition with respect to Sponsor's exploitation of the Submission without further compensation to Contestant of any kind. Contestant agrees that email shall satisfy any writing requirement that may apply to the assignment, conveyance, transfer, license, or waiver of any of the aforementioned rights. Contestant shall execute and deliver such documents, at Sponsor's expense, as requested by Sponsor or as may be necessary to vest in Sponsor the rights and waivers provided herein. Contestant agrees not to instigate, support, maintain, or authorize any action, claim, or lawsuit against Sponsor or its affiliates, or any other person, on the grounds that any use of the Submission, or any derivative works, infringe or violate any of Contestant's rights therein. Contestant grants the Sponsor and its agents the right to associate the Submission with Contestant's name, image, likeness, hometown, and biographical information, without limitation and without compensation. Contestant shall not receive any compensation or credit for Sponsor's use of Submissions, other than that disclosed in these Official Rules.

VII. CONTEST JUDGING AND JUDGING CRITERIA:

All Submissions received will first be reviewed to determine if they are eligible; specifically, if they conform to the above stated entry parameters and requirements. Once reviewed and found to be eligible, the Submission will be evaluated by a qualified Judge (or a panel of Judges) ("Judge") whose decisions are final and binding.

Criteria to determine First Prize and Grand Prize Winners.

- 1.) Personal Story: Each Story Submission will be judged according to the clear relationship between the Story to the Contest Theme based upon the following criteria: Appropriateness to Theme, Inspiration, Creativity, Broad Appeal, and Message Delivery (50%).
- 2.) Selfie Photo: Each Photo Submission will be judged according to the clear relationship between the Photo to the Theme based upon the following criteria: How well the Photo tells a Story, Visual Impact, Broad Appeal, Inventiveness, and Image Quality (50%).

Criteria to determine Grand Prize Winner:

- 3.) Grand Prize Winner Judging: Final judging will take place December 15, 2019. Three (3) selected Potential Winner Submissions will be evaluated by a Judge or panel of Judges based on the following results: (i) Phone Interview (25%); (ii) Personal Story (25%); (iii) How well the Photo tells a Story, Visual Impact, Broad Appeal, Inventiveness, and Image Quality (50%).

Each Submission will then be given a score by the Contest Judges based on the above Judging Criteria. The eligible Contestant associated with the top score according to the Judging Criteria will be declared the Grand Prize Winner, and subject to eligibility verification. In the event of a tie, the Submission with the higher score in the visual impact category and then in the Story’s inspiration message will be declared the Winner. If a tie continues, the tied Submissions will be re-judged by a new judge using the original Judging Criteria.

Sponsor reserves the right to select fewer than the stated number of Winners, if, in the Judges’ sole discretion, Sponsor receives fewer than two (2) eligible Submissions during the Entry Period, or if fewer than two (2) Submissions of appropriate quality are received, the Contest may be canceled.

Certain Photo Submissions may be featured from time to time on the Sponsor’s Website, or in advertising during the Contest Entry Period, in the Sponsor’s sole discretion. Being selected as a featured Contest Submission is unrelated to the Judging Criteria and does not guarantee selection of a First Prize or Grand Prize Winner in the Contest. Sponsor has no obligation to use or post a Winner’s Photo Submission.

VIII. CONTEST WINNER DETERMINATION, NOTIFICATIONS AND ODDS:

- 1.) First Prize Weekly Winners: Each week for a period of twelve (12) weeks during the Contest Entry Period, twenty-five (25) weekly Winners will be selected from eligible Submissions by the Sponsor’s Judge, whose decisions are final and binding on all matters relating to the potential Winner selections. The potential Winners will be notified by text or e-mail on or about the date as per the Notification Schedule below.
- 2.) Grand Prize Winner: The Contestant whose Submission has been approved by the Judges, and has fulfilled the requirements as stated in Section VII(3), will be announced as the Grand Prize Winner on or about December 15, 2019.

Terms of Notification: If any Winner’s mailing address is incorrect, Winner is required to respond to the text or email within three (3) calendar days with the correct mailing information, or Prize will be mailed to Contestant’s registered address. If Prize notification is returned as unclaimed or undeliverable to a potential Winner, if potential Winner cannot be reached within three (3) calendar days from the first notification attempt, or if potential Winner fails to return requested information within the specified time period, or if a potential Winner is ineligible or not in compliance with these Official Rules, then such person shall be disqualified and an alternate potential Winner from eligible Submissions will be notified. The Released Entities are not responsible for and shall not be liable for late, lost, damaged, intercepted, misdirected, or unsuccessful efforts to notify the potential Winner. Non-winning entries from one drawing period will be carried forward into subsequent periods' drawings.

CONTEST ENTRY DATES, WEEKLY WINNERS & NOTIFICATION SCHEDULE
Friday, August 30, 2019 to Thursday November 21, 2019

Contest Weekly Start and End Dates	Weekly Judging of 25 Winners	Weekly Winners’ Text/Email Notification Day	Winner’s Acceptance Response Needs to be Received
Each Weeks’ Start Day Friday 12:00:01 a.m. C.T.	on or about Saturday of that Week’s End Date	on or about 3 Days after that Week’s Winner Judging Day	3 days from Notification Day
Each Weeks’ End Day Thursday of the following Week 11:59:59 p.m. C.T.			

Odds of weekly winners depend upon the number of Submission received by the time of the judging.

VII. PRIZES (“Prize(s)”):

Three Hundred (300) First Prize Winners, twenty-five (25) Winners each week for a twelve (12) week period is to be awarded one (1) limited edition of an *Isoplus* cosmetic bag filled with *Isoplus* travel size products. Each bag has an Approximate Retail Value (“ARV”) of \$15 each. Total ARV of First Prize is \$4,500.

One (1) Grand Prize Winner is to be awarded a one (1) year supply of *Isoplus’ Black Castor and Coconut Oil Collection*. Total ARV of Grand Prize is \$500.

Total Prize Pool ARV is \$5,000 USD.

VIII. PRIZE TERMS AND CONDITIONS: All federal, state and local laws and regulations apply. The value of the Prizes may be taxable as income and the Winner is solely responsible for all matters relating to the Prize, including, but not limited to all applicable federal, state and local taxes that become due with respect to the Prize. All Winners are not eligible to receive a Prize until the final Contest Submissions have been judged, and the potential Grand Prize Winner has been verified in accordance with these Official Rules, and all Winners have fully complied with these Official Rules. Failure to comply with these Official Rules may result in disqualification from the Contest. First Prize and Grand Prize Winners’ acceptance of the Prize offered constitutes permission (except where prohibited) for the Sponsor to use said Winner’s name, photograph, likeness, statements, biographical information, address (city and state), in all forms of media, in perpetuity, without notice or further compensation. Winner agrees to be bound by these Official Rules and by the decisions of the Sponsor, which are final and binding in all respects.

IX. PRIVACY / OPT-IN: By entering the Contest, you hereby authorize the Sponsor the right to collect, use, process, transfer and store all data provided by you, including without limitation, personal data, that the Sponsor deems necessary. All information submitted to the Sponsor as part of this Contest will be treated in accordance with the privacy policy, available at <https://www.isoplus.hu/privacy-policy.html>. You are authorizing the Sponsor to send you e-mails to the address entered on your registration form, regarding product offerings. You may opt out of receiving future e-mails from Sponsor by clicking on the link contained in any e-mail received. You will remain eligible for this Contest whether or not you opt out of receiving the e-mails.

X. LIMITATIONS OF LIABILITY: If for any reason, this Contest is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupts or affects the administration, security, fairness, integrity or proper conduct of the Contest, the Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process (if applicable), and to cancel, terminate, modify or suspend the Contest in whole or in part, at any time, without notice and award the Prize using all non-suspect eligible Submissions received as of the termination/suspension date. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor also is not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure or delay of any e-mail or Submission to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof. Sponsor is not responsible for any damage to a Contestant’s system, which is occasioned by participating in this Contest or by downloading any information necessary to participate in the promotion. Sponsor also is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error, which may occur in the processing of the entries in the Contest. If any provisions of the Official Contest Rules are determined by a court of competent jurisdiction to be invalid or unenforceable, such determination shall not affect the validity or enforceability of any other provision.

CAUTION: ANY ATTEMPT 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, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

In the event of a dispute regarding the identity of an individual who actually submitted an online entry, the entry will be deemed submitted by the authorized account holder of the e-mail account. "Authorized account holder" is defined as the natural person who is assigned to an e-mail account 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.

XI. RELEASES: All Contestants, as a condition of participation in the Contest, agree to indemnify, release and hold harmless Released Entities from and all liability, claims, damages, injuries or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with: (a) participating in any aspect of the Contest; or (b) the receipt, ownership, possession, use or misuse of any Prize awarded

XII. DISPUTES: Except where prohibited, as a condition of participating in this Contest, Contestants agrees that any and all disputes which cannot be resolved between the parties, claims and causes of action arising out of, or connected with this Contest, or any Prizes awarded, or the determination of Winner shall be resolved individually (without resort to any form of class action and with the understanding and agreement that these Official Contest Rules shall apply), and shall be submitted to arbitration pursuant to the commercial arbitration rules of the American Arbitration Association, then effective. Further, in any such dispute, under no circumstances will Contestant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than Contestant's actual out-of-pocket expenses (e.g., costs associated with entering this Contest), and Contestant further waives all rights to have damages multiplied or increased. The arbitration shall be conducted in the State of Michigan, in the City of Detroit, County of Oakland, and judgment on the arbitration award may be entered into any court having jurisdiction thereof. In the event that arbitration is prohibited, in a particular state/territory then any such claim shall be brought and maintained in the federal or state courts of the State of Michigan, in the City of Detroit, County of Oakland. Any dispute or claim arising out of the entry of this Contest, or any disputes with site users which arise as a result of the use of this website, shall be governed by the laws of the State of Michigan, without respect to conflicts of laws principles.

XIII. WINNERS LIST/OFFICIAL CONTEST RULES REQUEST: For the names and city/state of residence of Winner or a copy of these Official Contest Rules, send a request specifying a copy of the Winner List or Official Contest Rules along with a self-addressed, stamped envelope postmarked by 01/02/20 and received by 04/06/20. Mail to: Compliance/ Isoplus My Defense Selfie Contest Winners List, PO Box 468, Stonington, CT 06378.

XIV. SPONSOR: JM Products, L.L.C. 21841 Wyoming Ave., Oak Park, MI. 48237

XV. CONTEST ADMINISTRATOR: Compliance Sweepstakes Services LLC, PO Box 468. Stonington, CT 06378.