

“Seize the Beauty moment”

1. The Jean Coutu Group (PJC) Inc. (the "*Organizer*") is the Organizer of the "**Seize the Beauty moment**" contest (the "*Contest*"). Only the Organizer administers the Contest. For the purposes of these Rules, L'Oréal Canada is hereinafter defined as the "Partner." The Partner acts solely as a prize supplier and cannot be held responsible for anything related to the conduct of the contest and has no role in the management of this contest. Only the Organizer administers the Contest.

Eligibility and Registration

2. The Contest will run from August 11, 2022 at 12:01 a.m. (Eastern time) (the "*Contest Start Date*") and up until August 25, 2022 at 11:59 p.m. (Eastern time) ("*Contest Close Date*").
3. The Contest is open only to residents of Quebec, Ontario and New Brunswick who have reached the aged of majority in their province of residence on the Contest opening date and are AIR MILES® Reward Program Collectors (the "*Participants*"). If the Participant is not an AIR MILES® Reward Program Collectors (the "*Program*"), they can join the program directly online at airmiles.ca * or in a Jean Coutu store. Membership in the Program is free. The Participant must ensure that the contact information in their AIR MILES® Collector account is accurate at all times to allow the Organizer to reach them, if applicable.

**By joining the Program, the Participant agrees to be bound by the terms and conditions of the AIR MILES Reward Program, which are subject to change from time to time.*

4. The employees of the Organizer of all establishments affiliated or linked to the Organizer (all employees of the head office of the Jean Coutu Group and McMahon and all employees of the Jean Coutu network and of Brunet), and also of the representatives and advertising or promotional agencies of record for the Contest (the "Partners") or any other stakeholder directly involved in the Contest, and the individuals living with them are not allowed to enter the Contest.

Participation

5. There are two (2) ways to enter the Contest. The Participant may participate by purchasing a participating product or without any purchase.

5.1 With purchase

From August 11 and 25, 2022, with the purchase of any participating brand* product at any of the Sponsor's affiliated locations and upon presentation of a valid AIR MILES® Collector Card, the Participant will automatically be entered into the Contest.

** Participating brand: L'Oréal Paris, Maybelline New York, essie, Nyx, Vichy, La Roche Posay, Biotherm, Giorgio Armani, Azzaro, Yves SaintLaurent, Valentino, Ralph Lauren, Dermablend, Prada, Mugler, Lancôme.*

**An overview of participating products is also available at jeancoutu.com on the shopping section.*

Each product purchased gives you an automatic entry into the Contest.

Purchases made at the jeancoutu.com/magasiner online store also give an automatic entry into the contest for each participating product purchased, if the participant indicates his/her AIR MILES® Collector number.

The entrant who returns the purchase and receives a refund for any of the participating products may have their participation in this contest cancelled, at the sole discretion of the Contest Organizer. The participant would then have the option of participating in this Contest via the “No Purchase Required” mode described below.

5.2 No purchase required

The Participant may enter the Contest by sending their entry by e-mail to the following address: concours@jeancoutu.com between August 11, 2022 at 12:01 a.m. and August 25, 2022 before 11:59 p.m., depending on the participation period:

The Participant must provide all the following information to be eligible for the draw:

- Indicate the **title of the contest** and the participation week in the subject of their email;
- **Write a fifty (50) word letter** explaining why they should win the Prize (hereinafter defined);
- Write **your AIR MILES® Collector number**;
- **Answer** the following **question correctly**:
“Name a participating featured product and describe what you would do with \$5,000.”

Any entry that does not comply will be automatically cancelled.

No email confirmation of receipt will be sent to the Participant.

Limit of one entry per day per participant and per email address. Additional entries will be disqualified. A participant cannot use more than one email address to enter the contest.

Draw

6. On August 30, 2022 at 11 a.m. (Eastern Time), one (1) participant will be selected electronically and randomly by “PROMOTION SOLUTIONS” located at 2261, Royal Windsor, Unit C in Mississauga, Ontario (the “Selected Participant”).

For the purpose of these Rules, the Participant is the person whose name appears on the AIR MILES® Collector account and it is to this person that the Prize will be awarded if selected and declared a winner. Limit of one prize per AIR MILES® Collector account.

Prize

7. The Winner (as defined hereunder) will be awarded the following prize:

“\$5,000 in cash. The prize will be given in the form of a cheque.”

Winners

8. To be declared a Winner, the Selected Participant must:
- a) be reached by telephone or e-mail by the Organizer within three **(3) days** of the selection of participants. If the Selected Participant is not reached within the prescribed time following appropriate and reasonable steps taken by the Organizer, their participation will be cancelled, and a second Participant will be selected. If the second Participant is not reached within **3 days** of the second selection, their participation will be cancelled and the no other Participant will be selected and the prize will not be awarded; In the event that a selected entrant is contacted by e-mail, they must respond to it in accordance with the instructions given therein, if applicable. Any prize notification email followed by an indication that the message could not be issued will result in the disqualification of the entrant.
 - b) correctly answer a mathematical skill testing question on the Waiver and Release Form (the "*Form*").
 - c) accept the Prize as described in the Contest Rules herein (the "*Contest Rules*"); the Prize may not be assigned, modified or redeemed in part or in whole for any amount or other consideration.
 - d) complete and sign the Contest Waiver and Release Form and return it to the Organizer within the time period shown in the letter attached to the Form. Should the Selected Participant fail to return the Waiver and Release Form within this time period, the Prize will be awarded to another Participant.
 - e) Accept the Prize terms and conditions.

General Conditions

9. Odds of winning depend on the number of valid entries received at the time of the draw.
10. LoyaltyOne, Co. ("LoyaltyOne"), does not play any role in the management of this Contest.
11. The refusal of a Selected Participant to accept a Prize according to the terms and conditions of these rules releases the Organizer and Partners from all their obligations with respect to the Prize toward this Participant.
12. The Organizer and Partners reserve the right, at their entire discretion, to cancel, terminate, amend or suspend, in whole or in part, the Contest should an event occur or any other human intervention corrupt or affect the Contest administration, security, objectivity or normal running as provided in the Contest Rules, subject to the approval of the *Régie des alcools, des courses et des jeux du Québec*, as required. In any event, the Organizer, their subsidiaries and affiliates and the Partners will not be required to award more than one Prize or to award any prize otherwise than in compliance with the Contest Rules.
13. Any private information collected on Participants as part of the Contest will be used solely to administer this Contest and will be subject to the Privacy Policy. No unrelated business or other disclosure will be sent to the Participant by The Jean Coutu Group (PJC) Inc., except if a Participant has authorized The Jean Coutu Group (PJC) Inc. or their affiliates, if applicable, to do so.

CONTEST RULES

14. The Organizer and Partners assume no responsibility whatsoever in all cases where their failure to act would result from an occurrence or a situation beyond their control or from a strike, a lockout or any labour dispute in their stores, organizations or firms providing the Contest conduct services.
15. The Organizer and Partners assume no responsibility whatsoever for any problem, including but not limited to: a network or phone line, online computer system, server or supplier, hardware and/or software technical failures or any other problem resulting directly or indirectly from a virus, bug or data transmission failure.
16. When entering the Contest, the Winner authorizes the Organizer, the Partners and their representatives to use, if required, the Winners' names, pictures, images, statements with respect to the Prize, place of residence and/or voice without any form of compensation, at their discretion and without limitations as to the period of use, in any media, at a world scale, for advertising purposes or for any other purpose.
17. If, for reasons beyond their control and unrelated to the Winners, the Organizer and Partners could not award the Prize (or a portion of the Prize) as described in the Contest Rules, they reserve the right to award as a Prize (or as a portion of the Prize) a prize of the same nature or of an equivalent value, at their own discretion, or the value of the Prize (or a portion of the Prize) in cash.
18. The Winner will hold the Organizer and Partners, their advertising and promotional agencies, employees, agents and representatives harmless against any and all accidents, damages, losses, prejudice or inconvenience whatsoever they could suffer from entering the Contest or any damages whatsoever they could suffer further to the Prize acceptance and use.
19. The Organizer has duly paid the fees required regarding this Contest in accordance with the Act respecting lotteries, public contests and amusement machines (L.R.Q., Chapter L-6).
20. Any dispute regarding the organization or conduct of an advertising contest may be referred to the *Régie des alcools, des courses et des jeux* (the "Régie") for settlement. Any dispute regarding a prize may be referred to the Régie solely for the purpose of settling the matter.
21. Any Participant who fails to comply with these Rules may be disqualified.
22. Any false statement from a Participant will automatically disqualify their Contest entry.
23. The Organizer's and Partners' decisions are final and may not be appealed.
24. To view the Contest Rules and the list of Winners, visit www.jeancoutu.com/concours.
25. The Winner may claim their Prize from the Organizer, The Jean Coutu Group (PJC) Inc.
26. In case of discrepancy between the French and English versions of the Contest Rules, the French version will prevail.