
FACEBOOK & INSTAGRAM
CONTEST
24 days of magic

Organizer

1. The Jean Coutu Group (PJC) Inc. (the Organizer) is the Organizer of the **24 days of magic** Contest (the Contest).

Effective Date

2. The Contest will run from December 1st, 2025 at 00:00 a.m. (Eastern Time) (the Contest start date) up until December 24, 2025 at 10:59 a.m. (Eastern Time) (the Contest end date).

Eligibility

3. The Contest is intended solely for Quebec, Ontario and New-Brunswick residents who have reached the age of 16 at the Contest Opening Date.

**If the participant is a minor, as defined in the jurisdiction of the province of residence of the participant, the signature of a parent or legal guardian is required to claim a prize. Otherwise, the minor's selected entry will be disqualified.*

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 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.

Facebook and/or Instagram participation

5. To join the **Facebook** Contest, an Entrant must have an internet access and a Facebook account. To enter the Contest, each Entrant must be a Facebook registered user. An Entrant without a Facebook account will just have to enroll and get a free Facebook account via www.facebook.com. Only one (1) Facebook account can be used for each Entrant as part of this Contest for the full term of the Contest. To enter the **Instagram** Contest, an Entrant must have an internet access, a smartphone, and an Instagram account. To enter the Contest, each Entrant must be an Instagram registered user. An Entrant without an Instagram account will just have to enroll and get a free Instagram account via www.instagram.com. Only one (1) Instagram account can be used by each Entrant as part of this Contest for the full term of the Contest.

Every day between December 1, 2025, and December 24, 2025, participants can enter the daily draw on Facebook and/or Instagram. To enter, participants must like the contest publication and comment as indicated on the publication.

Limit of one entry per Facebook and/or Instagram account, per person for the duration of the contest.

6. The Contestant may only use one (1) Facebook and/or Instagram account for this Contest. Multiple contestants may not share the same Facebook account. Should the identity of a contestant who entered through Facebook is challenged; the authorized owner of the social media account used will be deemed the Contestant. Authorized account owner means the person assigned to the social media account by the supplier, the online supplier or the organization responsible for supplying the social media account in question. Selected Contestants may be required to provide proof that they are the authorized holder of a given account.
7. Use of the same Facebook and/or Instagram other account by several Contestants will lead to the account owner's disqualification.
8. The Organizers reserve the right to disqualify any person or cancel one or more entries of any contestant who attempts to enter in a way that does not comply with the Contest Rules or that is unfair to the other entrants (e.g. number of entries exceeds the allowable limit, several participants using the same social media account, etc.). The decision of the Organizers is final and without appeal.

Daily draws and prizes

9. One (1) Facebook participant and one (1) Instagram participant will be selected daily using the Woobox application.

All draws will take place at Substance/Radiance, 1360 Ropery, suite 101, Montreal.

Day 1 Drawing on December 2, 2025 at 12:00 p.m.	
Entry date:	Between December 1, 2025 at 12 :00 p.m. and December 2, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What is your favorite beauty ritual during the holiday season?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What is your favorite beauty ritual during the holiday season?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Bioderma products Approximate value of \$310

Day 2 Drawing on December 3, 2025 at 12:00 p.m.	
Entry date:	Between December 2, 2025 at 12 :00 p.m. and December 3, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What's at the top of your holiday wish list?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What's at the top of your holiday wish list?
The Facebook Participant and the Instagram Participant will each win the following prize:	A Jean Coutu gift card worth \$500

Day 3 Drawing on December 4, 2025 at 12:00 p.m.	
Entry date:	Between December 3, 2025 at 12 :00 p.m. and December 4, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: Whether you prefer eye patches or a full-face mask for a moment of relaxation?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: Whether you prefer eye patches or a full-face mask for a moment of relaxation?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Karine Joncas products Approximate value of \$422

Day 4 Drawing on December 5, 2025 at 12:00 p.m.	
Entry date:	Between December 4, 2025 at 12 :00 p.m. and December 5, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What holiday memory would you like to capture this year?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What holiday memory would you like to capture this year?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Fujifilm products Approximate value of \$272.96

Day 5 Drawing on December 6, 2025 at 12:00 p.m.	
Entry date:	Between December 5, 2025 at 12 :00 p.m. and December 6, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What is your favorite Revlon product for a quick look for holiday parties?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What is your favorite Revlon product for a quick look for holiday parties?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Revlon products Approximate value of \$389.76

Day 6 Drawing on December 7, 2025 at 12:00 p.m.	
Entry date:	Between December 6, 2025 at 12 :00 p.m. and December 7, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What time of day do you set aside to take care of your skin?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What time of day do you set aside to take care of your skin?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Caudalie products Approximate value of \$380

Day 7 Drawing on December 8, 2025 at 12:00 p.m.	
Entry date:	Between December 7, 2025 at 12 :00 p.m. and December 8, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: Which beauty product do you never leave home without applying?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: Which beauty product do you never leave home without applying?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Personnelle cosmetics products Approximate value of \$292.45

Day 8 Drawing on December 9, 2025 at 12:00 p.m.	
Entry date:	Between December 8, 2025 at 12 :00 p.m. and December 9, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What wellness habit would you like to adopt in 2025?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What wellness habit would you like to adopt in 2025?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Philips electric toothbrushes Approximate value of \$345.92

Day 9 Drawing on December 10, 2025 at 12:00 p.m.	
Entry date:	Between December 9, 2025 at 12 :00 p.m. and December 10, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: If your tree is multicolored or has a specific theme.	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: If your tree is multicolored or has a specific theme.
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of CW Beggs products Approximate value of \$321

Day 10 Drawing on December 11, 2025 at 12:00 p.m.	
Entry date:	Between December 10, 2025 at 12 :00 p.m. and December 11, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: how you pamper your skin during winter?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: how you pamper your skin during winter?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Avène products Approximate value of \$300

Day 11 Drawing on December 12, 2025 at 12:00 p.m.	
Entry date:	Between December 11, 2025 at 12 :00 p.m. and December 12, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What color nail polish will you wear for the holidays?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What color nail polish will you wear for the holidays?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Sally Hansen products Approximate value of \$323.67

Day 12 Drawing on December 13, 2025 at 12:00 p.m.	
Entry date:	Between December 12, 2025 at 12 :00 p.m. and December 13, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What is your favorite holiday treat?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What is your favorite holiday treat?
The Facebook Participant and the Instagram Participant will each win the following prize:	A selection of Selection and Irrésistible products Approximate value of \$300

Day 13 Drawing on December 14, 2025 at 12:00 p.m.	
Entry date:	Between December 13, 2025 at 12 :00 p.m. and December 14, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: how you will prepare your hair for your holiday dinners?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: how you will prepare your hair for your holiday dinners?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Conair products Approximate value of \$420

Day 14 Drawing on December 15, 2025 at 12:00 p.m.	
Entry date:	Between December 14, 2025 at 12 :00 p.m. and December 15, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: Your favorite product in the range.	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: Your favorite product in the range.
The Facebook Participant and the Instagram Participant will each win the following prize:	A Neutrogena product bundle valued at approximately \$150 and a gift card valued at \$150. Total approximate value of \$300.

Day 15 Drawing on December 16, 2025 at 12:00 p.m.	
Entry date:	Between December 15, 2025 at 12 :00 p.m. and December 16, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What is your favorite Watier fragrance?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What is your favorite Watier fragrance?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Watier products Approximate value of \$647

Day 16 Drawing on December 17, 2025 at 12:00 p.m.	
Entry date:	Between December 16, 2025 at 12 :00 p.m. and December 17, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What is your beauty tip for a glowing complexion in winter?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What is your beauty tip for a glowing complexion in winter?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Covergirl products Approximate value of \$474

Day 16 – BONUS DRAW Drawing on December 17, 2025 at 12:00 p.m.	
Entry date:	Between December 16, 2025 at 12 :00 p.m. and December 17, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> • Follow @pjceancoutu • Like the post • Comment on the publication, mentioning: What will be your first purchase if you win?	<u>Facebook Participation:</u> • Like the post • Comment on the publication, mentioning: What will be your first purchase if you win?
The Facebook Participant and the Instagram Participant will each win the following prize:	12,500 MOI points worth \$100

Day 17 Drawing on December 18, 2025 at 12:00 p.m.	
Entry date:	Between December 17, 2025 at 12 :00 p.m. and December 18, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> • Follow @pjceancoutu • Like the post • Comment on the publication, mentioning: What memory does your favorite perfume bring to mind?	<u>Facebook Participation:</u> • Like the post • Comment on the publication, mentioning: What memory does your favorite perfume bring to mind?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Lancôme La vie est belle products Approximate value of \$304

Day 18 Drawing on December 19, 2025 at 12:00 p.m.	
Entry date:	Between December 18, 2025 at 12 :00 p.m. and December 19, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> • Follow @pjceancoutu • Like the post • Comment on the publication, mentioning: What kind of self-care do you allow yourself during the holiday season?	<u>Facebook Participation:</u> • Like the post • Comment on the publication, mentioning: What kind of self-care do you allow yourself during the holiday season?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Clarins products Approximate value of \$385

Day 19 Drawing on December 20, 2025 at 12:00 p.m.	
Entry date:	Between December 19, 2025 at 12 :00 p.m. and December 20, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What is your quick beauty routine before going out?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What is your quick beauty routine before going out?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Olay, Venus and Gillette products Valued at approximately \$443

Day 19 – BONUS DRAW Drawing on December 20, 2025 at 12:00 p.m.	
Entry date:	Between December 19, 2025 at 12 :00 p.m. and December 20, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What wellness resolution will you make in 2025?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What wellness resolution will you make in 2025?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Philips shaver products Approximate value of \$300

Day 20 Drawing on December 21, 2025 at 12:00 p.m.	
Entry date:	Between December 20, 2025 at 12 :00 p.m. and December 21, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: How you would spoil yourself with this gift?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: How you would spoil yourself with this gift?
The Facebook Participant and the Instagram Participant will each win the following prize:	A Vanilla Visa prepaid card worth \$500

Day 21 Drawing on December 22, 2025 at 12:00 p.m.	
Entry date:	Between December 21, 2025 at 12 :00 p.m. and December 22, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What is your signature fragrance for special occasions?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What is your signature fragrance for special occasions?
The Facebook Participant and the Instagram Participant will each win the following prize:	A trio of Boss products Approximate value of \$197.26

Day 22 Drawing on December 23, 2025 at 12:00 p.m.	
Entry date:	Between December 22, 2025 at 12 :00 p.m. and December 23, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: Which scent relaxes you the most?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: Which scent relaxes you the most?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Lotus Aroma products Approximate value of \$288.50

Day 23 Drawing on December 24, 2025 at 12:00 p.m.	
Entry date:	Between December 23, 2025 at 12 :00 p.m. and December 24, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjjeancoutu - Like the post - Comment on the publication, mentioning: What was your favorite toy when you were a child?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What was your favorite toy when you were a child?
The Facebook Participant and the Instagram Participant will each win the following prize:	A set of Ricochet games Approximate value of \$300

Day 24 Drawing on December 25, 2025 at 12:00 p.m.	
Entry date:	Between December 24, 2025 at 12 :00 p.m. and December 25, 2025 at 11:59 a.m.
To participate, entrants must :	
<u>Instagram participation:</u> - Follow @pjcejancoutu - Like the post - Comment on the publication, mentioning: What was your favorite moment from our advent calendar?	<u>Facebook Participation:</u> - Like the post - Comment on the publication, mentioning: What was your favorite moment from our advent calendar?
The Facebook Participant and the Instagram Participant will each win the following prize:	A Jean Coutu gift card worth \$500, a \$100 promo code for online shopping, and 12,500 Moi points worth \$100. Total value of \$700.

Winner(s)

10. On the Jean Coutu Facebook page, the selected contestant will receive a notification inviting them to send to the Organizer their contact information via a private Facebook message, so the Organizer can reach him. The Instagram participants will receive a notification inviting him to send his details to the Organizer via a private Instagram message so that the Organizer can reach him.
11. To be declared a Winner, a Selected Entrant must:
 - a. Contact the Organizer within 24 hours following the announcement of winners. If the Selected Entrant has not reported within this time period, his/her entry will be cancelled, and a second Entrant will be selected, and so on up until an Entrant claims his/her prize.
 - b. 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.
 - c. Complete and sign the Statement and Organizer Liability Waiver Form (the Form) and return it to the Organizer within the time period shown in the email attached to the Form. Should the Winner fail to return the Form within this time period, the Prize will be awarded to another Entrant.
 - d. Answer correctly a mathematical skill-testing question on the Statement and Organizer Liability Waiver Form (the Form).
 - e. Accept the Prize terms and conditions.

General Conditions

12. Winning probabilities are subject to the number of valid entries.
13. Information collected under this Contest will not be disclosed to Facebook and/or Instagram in any way.

14. Should a runner-up refuse to accept the Prize, the Organizer and Partners will be released from all their obligations with respect to the Prize towards this runner-up.
15. 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.
16. Any private information collected on Entrants 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 Jean Coutu Group (PJC) Inc., except if an entrant has authorized The Jean Coutu Group (PJC) Inc. or their affiliates, if applicable, to do so.
17. 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 lock-out or any labour dispute in their stores, organizations or firms providing the Contest conduct services.
18. 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.
19. When entering the Contest, the Winner authorizes the Organizer, the Partners and their representatives to use, if required, the Winner's name, picture, image, 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.
20. If a selected eligible Entrant is awarded a prize further to a mistake, a failure or a wrong system operation, or else due to a human error, the Prize will be returned to the prize lot to be awarded again.
21. 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.
22. The Winner will hold the Organizer and Partners, their advertising and promotional agencies, employees, agents and representatives harmless against any and all accidents, damages or losses whatsoever the Winner could suffer from entering the Contest or any damages whatsoever the Winner could suffer further to the Prize acceptance and use.
23. The Contest is in no way managed, endorsed, administered or sponsored by Facebook. Any questions, complaints and comments regarding the Contest must be submitted to the Contest Organizer, and not Facebook. Facebook and their affiliated companies, directors, officers, agents and employees are not responsible for any claims related to this Contest organization. However, when entering the Contest, each Entrant accepts to comply with the use terms and conditions, contracts, other policies and/or guidelines concerning the Facebook platform and holds the Contest Organizer, any firm, company, trust or any legal entity managed by or related to them, their advertising and promotional agencies, and also their respective employees, agents and representatives harmless from any damage they could suffer due to the use of this platform.

24. Any Entrant who fails to comply with these Rules may be disqualified.
25. Any false statement from an Entrant will automatically disqualify his/her Contest entry.
26. The Organizer's and Partners' decisions are final and may not be appealed.
27. To review the Contest Rules and the list of Winners, please visit <https://www.jeancoutu.com/en/contests/>.
28. A Winner may claim his/her Prize from the Organizer, i.e. The Jean Coutu Group (PJC) Inc
29. In case of discrepancy between the French and English versions of the Contest Rules, the French version will prevail.