

OFFICIAL RULES

CUSTOMER EXPERIENCE SURVEY PROMOTION

1. Introduction

To encourage participation in this customer experience survey, the Sponsor will enter everyone who participated in the survey into a drawing (a "Promotion") for the Prize listed below. By participating in this Promotion, each entrant agrees to be bound by these Official Rules and the decisions of Sponsor, which are final and binding in all respects. **No purchase necessary to enter or win. A purchase does not increase your chances of winning. This Promotion is governed by U.S. law. All federal, state and local laws and regulations apply. VOID OUTSIDE THE U.S. AND WHERE PROHIBITED BY LAW.**

2. Sponsor

This Promotion is being organized by Beauty Systems Group LLC d/b/a CosmoProf ("Sponsor"), whose registered office is at 3001 Colorado Blvd, Denton TX 76210.

3. Promotion period

To be entered into the Promotion, you must have submitted the completed survey by 11:59pm CST on September 25, 2018.

4. Eligibility

This Promotion is open only to individuals legally residing in the 50 United States, at least 18 years old at the time of entry. Employees and/or family members of Sponsor, or its parent, subsidiaries, and affiliate companies, and the immediate families of the foregoing employees, and/or any others associated or involved with the Promotion, are expressly prohibited from participating and are not eligible to win. Only eligible individuals may enter, and entries must be submitted by the named entrant to be valid. Sponsor reserves the right to verify the eligibility of entrants and prize winners.

5. Entry:

Each participant who participates and completes the customer experience survey will automatically be entered into the Promotion. Limit one (1) entry per person per customer experience survey.

6. The Draw

One (1) winner will be determined by a random drawing from all eligible entries. The drawing will be conducted on or before October 7, 2018. All decisions of Sponsor are final and binding. Odds of winning depend on the total number of eligible entries received.

7. The Prize

The winner, selected at random from all eligible entries, will receive one (1) Five Hundred Dollar (\$500.00) CosmoProf Beauty gift card (the "Prize"). The Prize may not be sold, bartered, or exchanged by the winner. No prize substitution or transfer of prize permitted, except by Sponsor, at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value. All expenses relating to acceptance of the Prize, including but not limited to federal, state,

or other tax liabilities, are the sole responsibility of the winner. Prize conditions may be added or modified by Sponsor, in its sole discretion. By accepting the Prize, winner agrees to release and hold harmless the Sponsor Parties (defined below) from any and all liability, loss or damages arising from or in connection with the Promotion or the awarding, receipt, and/or use or misuse of any prize or participation in any prize-related activities, including without limitation property damage or personal injury which may arise directly or indirectly from acceptance or use of any prize.

8. Notification

The potential Prize winner will be notified by Sponsor which will attempt to notify the potential Prize winner within ten (10) business days of the drawing. Notification will be sent to the email address supplied by the participant on the customer experience survey. The potential Prize winner must respond to Sponsor within three (3) business days. The potential Prize winner shall be subject to eligibility verification and compliance with these Official Rules. If any required information is not returned by the requested due date or if any notification is returned as undeliverable, then the Prize may be forfeited and an alternate Prize winner may be selected randomly from the remaining entries. Sponsor will not be obligated to pursue more than three (3) alternate winners (time permitting) for any prize for any reason, after which that prize may go unawarded. The Prize will be sent by registered mail to the postal address provided by the participant no later than thirty (30) business days following selection of the winner. To request the name of the winner, send an email with subject line: "Survey Winner Announcement Request - \$500 CosmoProf Gift Card" to BSGCRMTeam@cosmoprofbeauty.com. Names of winners will be available after 10/15/18, and requests must be received no later than 10/31/18.

9. Use of your personal information for this prize draw:

Rakuten Insight USA Co., Ltd., on behalf of Sponsor, will use the winner's contact details provided for the draw for the sole purpose of contacting the Prize winner. Personal data used for the prize draw will not be given to any third party and will be securely destroyed within six (6) months of the date of the prize drawing.

10. Liability and Additional Terms

Sponsor, its parent, subsidiaries, and affiliate companies, directors, employees, officers, and agents (collectively, the "Sponsor Parties") assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Promotion; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Promotion; (d) inaccessibility or unavailability of the Internet or any combination thereof; or (e) any injury or damage to the entrant's or to any other person's computer which may be related to or resulting from any attempt to participate in the Promotion or download any materials from the Promotion. If, for any reason, the Promotion is not able to run through completion for reasons which may include, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention,

fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, then Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion in whole or in part, without further liability to the entrants or third parties.

The Sponsor Parties are not responsible for any typographical or other errors in the offer or administration of the Promotion, including, but not limited to, errors in any printing or posting of these Official Rules, the selection and announcement of any winner, or the distribution of any prize.

Sponsor reserves the right to terminate, suspend or amend the Promotion, without notice, and for any reason, including, without limitation, if Sponsor determines that the Promotion cannot be conducted as planned. In the event any tampering or unauthorized intervention may have occurred, Sponsor reserves the right to void suspect entries at issue. Sponsor reserves the right to disqualify anyone tampering with this Promotion, including, but not limited to, anyone who violates these Official Rules in any respect. Sponsor also reserves the right to review and/or disqualify any and all entries deemed by Sponsor, in its sole discretion, to be inappropriate, offensive, or otherwise unacceptable.