

## JLO BEAUTY X JLO BIRTHDAY GIVEAWAY OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

**“Sponsor”:** JLo Beauty & Lifestyle, LLC, 9200 W. Sunset Blvd. Suite 820. ***The Sweepstakes is not in any way sponsored, endorsed or administrated by, or associated with Instagram, Inc.*** By participating in this sweepstakes (“Sweepstakes”), each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules (“Official Rules”) and the decisions of Sponsor, including the interpretation of these Official Rules and its exercise of discretion, which will be final and binding in all respects.

**ELIGIBILITY:** The Sweepstakes is open to legal residents of the 50 United States and the District of Columbia at least 18 years of age. Employees, officers and directors of **JLo Beauty® & Lifestyle, LLC**, (“Sponsor”; “we”, “us” or “our”) or our subsidiaries, affiliates, or agencies (collectively, “Sweepstakes Entities”), and members of their immediate family or household are not eligible.

**SWEEPSTAKES PERIOD:** The Sweepstakes will start on Wednesday, July 24th, 2024 at 9:00 AM PST and end on Thursday, July 25th, 2024 at 11:59 pm PST. We reserve the right to disqualify any entries generated by spam, scripts, or automated submissions, or otherwise violate these Official Rules.

**HOW TO ENTER:** You will need to follow @jlobeauty on Instagram and TikTok, like the giveaway post, and tag a friend in the comments.

You may enter the Sweepstakes via the Instagram giveaway post only.

JLo Beauty will pick one (1) lucky winner to receive a prize.

**PRIZES:** See below for prize information

- 1 Coach Studio Baguette Purse
- 1 Pair of Earrings from Jennifer Fisher
- 1 Candle Set from Le LAb

Approximate Retail Value: \$750

**ODDS:** Odds of winning will depend upon the total number of entries received.

**PRIZE SELECTION/NOTIFICATION:** Within seven business days after the end of the Sweepstakes Period, we will select one potential winner at random from all eligible entries received during the Sweepstakes Period. We will notify the potential winner via Instagram. The potential winner(s) must respond as required in the initial notification and within 48 hours of the first attempted notification (or such other shorter period as Sponsor may specify in the notification). If a winner notification remains unanswered for more than 48 hours, the prize will be forfeited in its entirety and an alternate potential winner will be selected by Sponsor in Sponsor’s sole and absolute discretion. The Sweepstakes Entities are not responsible for false, incorrect, changed, incomplete

or illegible contact information. The Sweepstakes Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's email account to receive email messages.

**PUBLICITY RELEASE:** Subject to applicable law, entrants and winner(s) irrevocably grant the Sponsor Entities and their licensees, and its and their successors, assigns and sub-licensees, the right and permission to use their name, voice, likeness and/or biographical material for advertising, promotional and/or publicity purposes in connection with the Sweepstakes, in all forms of media and by all manners (now and hereafter known), and on and in connection with related products, services, advertising and promotional materials (now known or hereafter developed), worldwide, in perpetuity, without any obligation, notice or consideration, except for the awarding of the prize(s) to the winner(s).

**GENERAL TERMS:** As a condition of entering the Sweepstakes, you give consent for Sponsor to obtain and deliver your name, address and other information to third parties for the purpose of administering the Sweepstakes and to comply with applicable laws, regulations and rules. Any information entrant provides to Sponsor may be used to communicate with entrant in relation to the Sweepstakes or on the Sweepstakes winner's list.

All prizes are provided "as is" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Winner(s) will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prize(s) they receive, regardless of whether they, in whole or in part, are used. No transfer, substitution, or cash equivalent for prize(s) except at our sole discretion. We reserve the right to substitute a prize or prize of equal or greater value for any reason. Potential winner(s) is subject to verification of eligibility. The winner(s) may be required to provide Sponsor with a valid social security number before the prize(s) is awarded for tax reporting purposes. An IRS Form 1099 may be issued in the name of the winner, or if a minor in the jurisdiction in which they reside in the name of their parent or legal guardian, for the actual value of the prize received. Unclaimed prize(s) will be forfeited. Prize(s), if legitimately claimed, will be awarded. The Sweepstakes Entities are not responsible for and will not replace any lost, mutilated or stolen prize(s) or any prize that is undeliverable or does not reach the winner because of an incorrect or changed address. If a winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited and the Sweepstakes Entities will have no further obligation with respect to that prize or portion of the prize. Allow 4-6 weeks for delivery after winner(s) is confirmed and Sponsor has received all required documents.

Attempts made by the same individual to submit multiple entries by using multiple or false contact information, accounts or otherwise may result in the entrant being disqualified by Sponsor, in Sponsor's sole and absolute discretion. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified by Sponsor in Sponsor's sole and absolute discretion. Entries that are in excess of the stated limits, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Sweepstakes at Sponsor's sole and absolute discretion. Entries submitted by an entrant who does not meet the eligibility requirements (including all requirements with respect to age and residence) are void. All materials submitted become the physical

property of Sponsor and will not be returned. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the registered account holder of the email address associated with the Instagram Account, provided that person is eligible. Winner(s) may be required to show proof of being the registered account holder (the required evidence for proof to be determined by Sponsor in its sole discretion). Registered account holder is defined as the person assigned to an email address by an Internet access provider, on-line service provider or other organization responsible for assigning email addresses. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Entries, comments and content submitted or uploaded to Instagram in connection with the Sweepstakes may not contain, depict or show any content that: (i) is sexually explicit or suggestive, offensive, lewd, profane, obscene, or contains nudity or racist innuendo; (ii) promotes any activities that may appear unsafe or dangerous, or any political agenda or message; (iii) defames, misrepresents or contains disparaging remarks about Sponsor or other companies; (iv) contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) or copyrighted materials (including photographs, music, sculptures, paintings, and other works of art or images published via websites, television, movies or other media) owned by others, without written verified permission; (v) contains any personal identification, such as license plate numbers, last names, e-mail addresses or street addresses for any person other than entrant, or otherwise infringes on the privacy of any person other than an entrant; (vi) communicates messages or images inconsistent with the positive image and goodwill of Sponsor; and/or (vii) violates any law. Any entrant that fails to follow all of the instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified by Sponsor in Sponsor's sole and absolute discretion.

In the event Sponsor is prevented from continuing with the Sweepstakes by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy or act of government(s), communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Sweepstakes by any party, or any federal, state, local or provincial government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), Sponsor shall have the right, at any time, to modify, suspend or terminate the Sweepstakes or prize(s). Sponsor additionally reserves the right, in its sole and absolute discretion: (a) to modify, suspend or terminate the Sweepstakes should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Sweepstakes; or (b) to disqualify any entrant found to be, or suspected of: (i) tampering with the entry process or the operation of the Sweepstakes; (ii) acting in violation of these Official Rules; or (iii) acting in an un-sportsmanlike manner, as determined in Sponsor's sole discretion. ANY ATTEMPT BY A PERSON TO DAMAGE ANY WEBSITE (INCLUDING ANY SOCIAL MEDIA PLATFORM) OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ALL LEGAL AND EQUITABLE REMEDIES FROM AND AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

By entering the Sweepstakes, (A) you agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities, Instagram, Inc., and each of their respective

directors, officers, employees, agents, successors and assigns (“**Released Parties**”) from and against any and all claims, liability, costs (including attorneys’ fees), losses, damages, fines or injuries (up to and including bodily injury and death) of any kind arising out of or related to: (i) your participation in the Sweepstakes; (ii) any acceptance, possession, misuse or use of any prize(s); (iii) the Released Parties’ violation of rights of publicity or privacy, claims of defamation or portrayal in a false light or based on any claim of infringement of intellectual property; (iv) any typographical, human or other error in the publishing, online or otherwise, printing, offering, selection, operation or announcement of any Sweepstakes activity and/or prize(s); and (v) any third parties that act in a fraudulent manner and replicate the Sweepstakes without permission from Sponsor (e.g., act in a manner that suggest they are associated with the Sweepstakes when they are not); (B) TO THE EXTENT PERMITTED BY APPLICABLE LAW: (I) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (II) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS’ FEES BE AWARDED OR RECOVERABLE; AND (III) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

These Official Rules and all Sweepstakes shall be governed by the laws of the State of California. Any disputes relating to the Sweepstakes must be brought in courts located in Los Angeles, California.

**WINNER’S LIST:** To obtain a winners list send a self-addressed envelope with the proper postage affixed to: **JLo Beauty & Lifestyle, LLC** 9200 W. Sunset Blvd. Suite 820. Please specify "winners list" or "Official Rules" and the name of the Sweepstakes in your request.

## JLO BEAUTY X BOOTY BALM BIRTHDAY GIVEAWAY OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

**“Sponsor”:** JLo Beauty & Lifestyle, LLC, 9200 W. Sunset Blvd. Suite 820. ***The Sweepstakes is not in any way sponsored, endorsed or administrated by, or associated with Instagram, Inc.*** By participating in this sweepstakes (“Sweepstakes”), each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules (“Official Rules”) and the decisions of Sponsor, including the interpretation of these Official Rules and its exercise of discretion, which will be final and binding in all respects.

**ELIGIBILITY:** The Sweepstakes is open to legal residents of the 50 United States and the District of Columbia at least 18 years of age. Employees, officers and directors of **JLo Beauty® & Lifestyle, LLC**, (“Sponsor”; “we”, “us” or “our”) or our subsidiaries, affiliates, or agencies (collectively, “Sweepstakes Entities”), and members of their immediate family or household are not eligible.

**SWEEPSTAKES PERIOD:** The Sweepstakes will start on Thursday, July 26th, 2024 at 9:00 AM PST and end on Friday, July 26th, 2024 at 11:59 pm PST. We reserve the right to disqualify any entries generated by spam, scripts, or automated submissions, or otherwise violate these Official Rules.

**HOW TO ENTER:** You will need to follow @jlobeauty on Instagram, like the giveaway post, and tag two friends in the comments.

You may enter the Sweepstakes via the Instagram giveaway post only.

JLo Beauty will pick one (10) lucky winners to receive a prize.

**PRIZES:** See below for prize information

- 10 JLB Branded makeup bag, filled with JLB mini products.

Approximate Retail Value: \$150 each.

**ODDS:** Odds of winning will depend upon the total number of entries received.

**PRIZE SELECTION/NOTIFICATION:** Within seven business days after the end of the Sweepstakes Period, we will select one potential winner at random from all eligible entries received during the Sweepstakes Period. We will notify the potential winner via Instagram. The potential winner(s) must respond as required in the initial notification and within 48 hours of the first attempted notification (or such other shorter period as Sponsor may specify in the notification). If a winner notification remains unanswered for more than 48 hours, the prize will be forfeited in its entirety and an alternate potential winner will be selected by Sponsor in Sponsor’s sole and absolute discretion. The Sweepstakes Entities are not responsible for false, incorrect, changed, incomplete or illegible contact information. The Sweepstakes Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or

passive filtering of any kind, or insufficient space in entrant's email account to receive email messages.

**PUBLICITY RELEASE:** Subject to applicable law, entrants and winner(s) irrevocably grant the Sponsor Entities and their licensees, and its and their successors, assigns and sub-licensees, the right and permission to use their name, voice, likeness and/or biographical material for advertising, promotional and/or publicity purposes in connection with the Sweepstakes, in all forms of media and by all manners (now and hereafter known), and on and in connection with related products, services, advertising and promotional materials (now known or hereafter developed), worldwide, in perpetuity, without any obligation, notice or consideration, except for the awarding of the prize(s) to the winner(s).

**GENERAL TERMS:** As a condition of entering the Sweepstakes, you give consent for Sponsor to obtain and deliver your name, address and other information to third parties for the purpose of administering the Sweepstakes and to comply with applicable laws, regulations and rules. Any information entrant provides to Sponsor may be used to communicate with entrant in relation to the Sweepstakes or on the Sweepstakes winner's list.

All prizes are provided "as is" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Winner(s) will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prize(s) they receive, regardless of whether they, in whole or in part, are used. No transfer, substitution, or cash equivalent for prize(s) except at our sole discretion. We reserve the right to substitute a prize or prize of equal or greater value for any reason. Potential winner(s) is subject to verification of eligibility. The winner(s) may be required to provide Sponsor with a valid social security number before the prize(s) is awarded for tax reporting purposes. An IRS Form 1099 may be issued in the name of the winner, or if a minor in the jurisdiction in which they reside in the name of their parent or legal guardian, for the actual value of the prize received. Unclaimed prize(s) will be forfeited. Prize(s), if legitimately claimed, will be awarded. The Sweepstakes Entities are not responsible for and will not replace any lost, mutilated or stolen prize(s) or any prize that is undeliverable or does not reach the winner because of an incorrect or changed address. If a winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited and the Sweepstakes Entities will have no further obligation with respect to that prize or portion of the prize. Allow 4-6 weeks for delivery after winner(s) is confirmed and Sponsor has received all required documents.

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email address associated with the Instagram Account, provided that person is eligible. Winner(s) may be required to show proof of being the registered account holder (the required evidence for proof to be determined by Sponsor in its sole discretion). Registered account holder is defined as the person assigned to an email address by an Internet access provider, on-line service provider or other organization responsible for assigning email addresses. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Entries, comments and content submitted or uploaded to Instagram in connection with the Sweepstakes may not contain, depict or show any content that: (i) is sexually explicit or suggestive, offensive, lewd, profane, obscene, or contains nudity or racist innuendo; (ii) promotes any activities that may appear unsafe or dangerous, or any political agenda or message; (iii) defames, misrepresents or contains disparaging remarks about Sponsor or other companies; (iv) contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) or copyrighted materials (including photographs, music, sculptures, paintings, and other works of art or images published via websites, television, movies or other media) owned by others, without written verified permission; (v) contains any personal identification, such as license plate numbers, last names, e-mail addresses or street addresses for any person other than entrant, or otherwise infringes on the privacy of any person other than an entrant; (vi) communicates messages or images inconsistent with the positive image and goodwill of Sponsor; and/or (vii) violates any law. Any entrant that fails to follow all of the instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified by Sponsor in Sponsor's sole and absolute discretion.

In the event Sponsor is prevented from continuing with the Sweepstakes by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy or act of government(s), communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Sweepstakes by any party, or any federal, state, local or provincial government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), Sponsor shall have the right, at any time, to modify, suspend or terminate the Sweepstakes or prize(s). Sponsor additionally reserves the right, in its sole and absolute discretion: (a) to modify, suspend or terminate the Sweepstakes should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Sweepstakes; or (b) to disqualify any entrant found to be, or suspected of: (i) tampering with the entry process or the operation of the Sweepstakes; (ii) acting in violation of these Official Rules; or (iii) acting in an un-sportsmanlike manner, as determined in Sponsor's sole discretion. ANY ATTEMPT BY A PERSON TO DAMAGE ANY WEBSITE (INCLUDING ANY SOCIAL MEDIA PLATFORM) OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ALL LEGAL AND EQUITABLE REMEDIES FROM AND AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

By entering the Sweepstakes, (A) you agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities, Instagram, Inc., and each of their respective directors, officers, employees, agents, successors and assigns ("**Released Parties**") from and against any and all claims, liability, costs (including attorneys' fees), losses,

damages, fines or injuries (up to and including bodily injury and death) of any kind arising out of or related to: (i) your participation in the Sweepstakes; (ii) any acceptance, possession, misuse or use of any prize(s); (iii) the Released Parties' violation of rights of publicity or privacy, claims of defamation or portrayal in a false light or based on any claim of infringement of intellectual property; (iv) any typographical, human or other error in the publishing, online or otherwise, printing, offering, selection, operation or announcement of any Sweepstakes activity and/or prize(s); and (v) any third parties that act in a fraudulent manner and replicate the Sweepstakes without permission from Sponsor (e.g., act in a manner that suggest they are associated with the Sweepstakes when they are not); (B) TO THE EXTENT PERMITTED BY APPLICABLE LAW: (I) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (II) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; AND (III) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

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