Benefit Cosmetics Brow Hacks with Global Brow Expert Jared Bailey and Brand Ambassador Maggie Ford Danielson
("Promotion")
Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN

Entry Period: **Benefit Cosmetics Brow Hacks with Global Brow Expert Jared Bailey and Brand Ambassador Maggie Ford Danielson** ("Promotion") is sponsored by Sephora USA, Inc. ("Sponsor" or "Sephora") and is open between **12:00 PM ET July 26, 2021 and 5:30 PM ET August 25, 2021 (the "Entry Period").**

Eligibility: The Promotion is open to all legal residents of the fifty (50) United States and District of Columbia who are 18 or older. 100 Beauty Insider points must be redeemed to register and attend the **Benefit Cosmetics Brow Hacks with Global Brow Expert Jared Bailey and Brand Ambassador Maggie Ford Danielson** event scheduled to be held on Zoom on **August 25, 2021 from 5:30 PM ET to 6:30 PM ET** (the "Event"). Employees, representatives or agents of Sephora, its parent, affiliated or related companies, subsidiaries, divisions and all advertising, media buying and promotional agencies, are ineligible, as well as members of the immediate family of, or persons domiciled with, any of those described above. "Immediate family" means spouse or parents, siblings, children or their respective spouses. Void where prohibited by law.

How to Enter: Participants must have internet access and access to Zoom to enter the Promotion and attend the Event. If you do not have Zoom, you can download it for free at https://zoom.us/. All applicable terms apply.

To enter, visit
https://sephora.zoom.us/webinar/register/3716267198489/WN_GR5jSsuoTuKPNOw5X7VLyA
during the Entry Period to register for the Event, including by providing your name and Beauty Insider contact information. Registration for the Event will close at **5:30 PM ET on August 25, 2021**. Sephora will then send a Zoom link to the email account used to register for the Event. Use the Zoom link to attend the Event via Zoom on **August 25, 2021 from 5:30 PM ET to 6:30 PM ET in its entirety**.

To be eligible, you must comply with the instructions above and otherwise comply with these Official Rules.

If you choose to participate using your mobile phone, standard data fees may apply. See your wireless provider for pricing plan details. Limit one (1) entry per person. Entry requests generated by script, macro or other automated or improper means are void. Any attempt by any participant to enter more than once by using multiple/different accounts, identities or logins, or any other method will void that participant's entry and that participant may be disqualified. All entries are subject to verification. In the event of a dispute as to the identity of an entrant, the entrant will be deemed to be the authorized account holder of the email account used to enter and such individual must comply with these Official Rules.

Prize: **Precisely, My Brow Pencil Waterproof Eyebrow Definer, Gimme Brow+ Tinted Volumizing Eyebrow Gel, Goof Proof Waterproof Easy Shape & Fill Eyebrow Pencil, 24-HR Brow Setter Clear Eyebrow Gel, Brow Microfilling Eyebrow Pen, Brow Zings Pro Palette, Brow Styler Eyebrow Pencil & Powder Duo, BROWVO! Conditioning Eyebrow Primer, All-Purpose Pencil Sharpener, Tweezing & Taming Tool, Powmade, Angled Brush, and High Brow Duo Pencil. Approximate retail value ("ARV") of prize is $310 USD. Three (3) prizes to be awarded.**

Prize must be accepted as awarded, may not be refunded or transferred and are not convertible to cash. Prize is awarded "as is" with no warranty or guarantee, either express or implied. Winners will be responsible for all federal, state and local taxes, if any, associated with acceptance and use of a prize. Sponsor reserves the right, in its sole discretion, to substitute all or a portion of the prize with a prize or prizes of comparable or greater value for any reason. All prize details are at Sponsor's sole discretion.

Drawing: Potential winners will be selected in a random drawing occurring on or about **August 27, 2021** from among all eligible entries received during the Entry Period. If a selected entry does not comply with these Official Rules, then another entry may be selected in accordance with these Official Rules. Your chances of winning a prize depend on the number of eligible entries received during the Entry Period.

Sponsor will attempt to contact potential winners via an email, telephone or other means provided when registering for the Event. Potential winners may also (i) if required, complete, sign and return a declaration of compliance with these Official Rules and a liability and publicity release (the "Promotion Releases"); and (ii) otherwise be in compliance with these Official Rules. If a potential winner cannot be contacted within three (3) days of the Sponsor's first attempt at contact, fails to complete, sign and return any required Promotion Releases within the time specified on such releases and/or otherwise is not in compliance with these Official Rules, he/she will be disqualified and forfeits the prize.

In the event a potential winner is disqualified or not eligible, he/she shall not be awarded the prize, that prize may not be awarded, and Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard. Prizes will be mailed to confirmed winners within four (4) to six (6) weeks from date of winner's confirmation. By accepting a prize or portion of a prize, winners authorize the Sponsor and its designees to broadcast, publish and disseminate his/her name, city and state/province of residence, photograph, likeness, comment and voice, in connection with any promotion or publicity of the Promotion with no further compensation, notification or permission. The winners may be featured on Sephora's Instagram page and posts.

For the names of the prize winners, please send an email to RSVP@sephora.com by no later than **September 27, 2021**.

General Conditions: Released Parties (as defined below) are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, or undelivered entries, registrations or correspondence, incorrect, changed or non-functioning email accounts; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, printer errors, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer errors of any kind whether human, mechanical, electronic, typographical, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors which may occur in connection with the administration of the Promotion, the processing of entries, the announcement of the prize or in any Promotion-related materials. Released Parties are not responsible for injury or damage to participants' or to any other person's mobile device, computer or printer related to or resulting from participating in this Promotion or downloading materials from or use of any website. Proof of entry will not be deemed to be proof of receipt. Persons who tamper with or abuse any aspect of the Promotion, as solely determined by Sponsor, will be disqualified. Should any portion of the Promotion be, in Sponsor's sole opinion, compromised by bugs, virus, worms, non-authorized human intervention or other causes, which, in the sole opinion of Sponsor, corrupt or impair the administration, security or fairness of, or submission of information in connection with, the Promotion, Sponsor reserves the right at its sole discretion to cancel, suspend, modify or terminate the Promotion and, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. By participating, you agree (i) to be bound by these Official Rules and the decisions of Sponsor which are final and binding, and (ii) to release and hold harmless Sponsor, Zoom and each of their respective parents, subsidiaries, affiliates, retailers, and advertising and promotion agencies and all of their respective officers, directors, employees and agents (collectively, the "Released Parties") against any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from participation in this Promotion or acceptance, use or misuse of the prize. Promotion is subject to all applicable federal, state, and local laws. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participants and the Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with, the laws applicable in California. In the event that the laws of the jurisdiction in which you reside require that the laws of such jurisdiction

apply to these Official Rules, the foregoing governing law shall not apply to you. This Promotion is in no way sponsored, endorsed or administered by, or associated with Zoom; Zoom is completely released of all liability by each participant in this Promotion. Any questions, comments or complaints regarding the Promotion must be directed to the Sponsor and not to Zoom.

Personal information provided in connection with this Promotion will be used and disclosed by Sponsor as necessary for the purposes of administering the Promotion and otherwise in accordance with the Sponsor's privacy policy at http://www.sephora.com/privacy-policy. In some jurisdictions this Promotion may be considered a "Financial Incentive." Information about Financial Incentive programs offered by Sephora may be found in Sephora's privacy notice.