THE SWEET STORY BEHIND KAYALI'S NEW GOURMAND FRAGRANCE: YUM VANILLA CUPCAKE | 108 WITH KARA DAVIS
Official Rules

NO PURCHASE, POINT REDEMPTION, OR EVENT ATTENDANCE NECESSARY TO ENTER OR WIN.

These Official Rules apply to the sweepstakes ("Sweepstakes") conducted by Sephora USA, Inc ("Sponsor") during The Sweet Story Behind KAYALI's New Gourmand Fragrance: Yum Vanilla Cupcake | 108 with Kara Davis ("Event"), scheduled to take place on November 9, 2026 from 12:00 p.m. Eastern Time ("ET") – 1:00 p.m. ET.

Eligibility: Unless otherwise stated in the Event announcement, a Sweepstakes is open to all legal residents of the fifty (50) United States (excluding Rhode Island), District of Columbia, and Puerto Rico, who are at least 18 and age of majority in their jurisdiction of residence, and Beauty Insider members. If you are not a Beauty insider member, becoming one is free. All applicable Beauty Insider terms apply. Employees, representatives or agents of Sponsor, 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 in Rhode Island and where prohibited by law.

How to Enter: There are two ways to enter the Sweepstakes:

1) You must RSVP for the Event here: https://sephora.zoom.us/webinar/register/1817918155047/WN_YK6-S0FzTuGD_1g0PNxgaw#/registration; ***or***
2) send an email to rsvp@sephora.com with your name and the email address associated with your Beauty Insider account.

Entry must be received by no later than 12:00 p.m. ET on November 9, 2026 for your entry to be eligible.

NOTE: While attendance at the Event is not required for entry, if you RSVP, 200 points will be deducted from your Beauty Insider account following the conclusion of the Event. You must cancel your event registration prior to the event to not have points deducted. You must have internet access and access to Zoom to attend the Event. If you do not have Zoom, you can download it for free at https://zoom.us/. All applicable terms apply.

Limit one (1) entry per person, regardless of method of entry. Multiple entries from any person will be void. Entries generated by artificial intelligence, script, macro or other automated or improper means in order to subvert the entry process and any attempt by any participant to enter more than once by using multiple/different accounts, identities or logins, or any other method will void all associated entries 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(s): Grand Prize (2): KAYALI Yum Vanilla Cupcake 50mL, Yum Boujee Marshmallow 50mL, and Yum Pistachio Gelato 50mL. Approximate Retail Value (ARV"): $315.00 each. Total ARV of all prizes: $630.00. All prize values stated are in U.S. Dollars. 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 (including income and withholding 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. If prize includes a consultation of any kind, all details of such consultation, including date, duration and consultant, will be determined by Sponsor. Note that unless specified in Event Announcement, travel is not included as part of any prize. Limit one (1) prize

per person. Prize will be shipped via U.S. mail. Please allow 6-8 weeks for receipt of prize following verification of eligibility.

Drawing: Potential winner(s) will be selected in a random drawing occurring on or about three (3) days following the end of the Event from among all eligible entries received. Odds of winning depend on the number of eligible entries received.

Winner Notification and Requirements: Potential winner(s) will be notified via email and may be required to execute and return an Affidavit (or Declaration) of Eligibility, Liability and, unless prohibited, Publicity Release and a W-9 or other IRS reporting form, as may be required by Sponsor. If a potential winner cannot be contacted, fails to provide any other requested information or documents within the required time period (if applicable), or if prize notification is returned as undeliverable, potential winner forfeits the prize and, at Sponsor's discretion, prize may be awarded to an alternate winner. Only three (3) alternate winners will be selected for any prize; after which, such prize shall remain unawarded.

Publicity: Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its designees' use of winner's name, likeness, photograph, voice, opinions, biographical information, hometown, and state/province for promotional purposes in any and all media, now or hereafter devised, worldwide in perpetuity, without further payment or consideration, notification, or permission.

General Conditions: 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, promotional partners, prize suppliers, 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 the Sweepstakes or acceptance, use or misuse of a prize (including, if applicable, any travel or activity related thereto).

Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, garbled, or undelivered entries, emails, registrations or other correspondence or communications of any kind; or for 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 a Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the cancellation of any Event, the processing of entries, the announcement of the prize(s) or in any Sweepstakes-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 Sweepstakes 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 Sweepstakes, as solely determined by Sponsor, will be disqualified. Should any portion of the Sweepstakes 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 Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, suspend, modify or terminate the Sweepstakes and, at its discretion, select the potential winner(s) from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor.

Sweepstakes are 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 Sweepstakes, 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. Sweepstakes is in no way sponsored, endorsed or administered by,

or associated with Zoom; Any questions, comments or complaints regarding a Sweepstakes must be directed to the Sponsor and not to Zoom.

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

For a winners list (the first name, last initial and city of residence of each winner), send an email to RSVP@sephora.com with the name of the Event by no later than 30 days following the Event.
Sponsor: Sephora USA, Inc., 350 Mission Street, 7th Floor, San Francisco, CA 94105, USA.