

AVEDA KNOW WHAT YOU'RE MADE OF CONTEST OFFICIAL RULES

This Contest is not sponsored, endorsed or administered by Instagram, nor is Instagram associated with this Contest in any way. By entering, you acknowledge that Instagram bears no responsibility for this promotion and you release Instagram from any liability whatsoever in connection with this promotion. You understand that you are providing information to the Sponsor and not to Instagram. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor, and not to Instagram.

ENTRY PERIOD

The Contest starts at 10:00 AM on June 12, 2018, and ends on July 12, 2018 at 11:59 PM (CST - Central Standard Time) (the 'Entry Period'). The Contest shall be subject to these Official Rules, and by entering, all participants agree to be bound by the terms and conditions herein. Certain restrictions may apply.

TO ENTER

To enter the Aveda Know What You're Made Of Contest ('Contest'), please go to Instagram ('Entry Site') and take a photo, video, or .gif, and share which 3 things you're made of using #KnowWhatYoureMadeOf and #AvedaContest. A limit of one (1) entry via the entry site per valid e-mail address/person will be accepted during this Contest. All entries on the site must be received by 11:59 PM at July 12, 2018.

Entry must be made by the entrant, only at the Entry Site. Entries made by any other individual or any entity, and/or originating at any other Internet web site or email address, including but not limited to commercial Contest subscription notification and/or entering service sites, will be declared invalid and disqualified for this Contest. The use of any device to automate the entry process is prohibited.

Depending on the size of your photo or entry, your connection, Internet traffic and other circumstances, your entry upload time may take several minutes to complete. Please use good taste, keep photos or entry free of obscenity or indecent material. Entries cannot defame, misrepresent or contain disparaging remarks about Sponsor or any of its products, or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor associates.

By entering, you acknowledge that your entry may be posted on the Sponsor's Website(s) or other media pages, in Sponsor's sole discretion. Sponsor has no obligation to use or post any photo you submit. Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the entries in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the world in any

manner whatsoever and for any purpose. Online entries that are not in accordance with these Official Rules as stated herein or are not received during the Entry Period will be ineligible.

Entries cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind other than Sponsor and its products, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses; (e) contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) without permission; (f) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; and (g) depict, and cannot itself, be in violation of any law.

By submitting an entry you warrant and represent that it: (a) is your original work; (b) has not been previously published; (c) has not received previous awards; (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (e) that you have obtained permission from any third party who appears in the entry or whose name, likeness, voice or other proprietary right is used in the entry, if any; and (f) that publication of the entry via various media including Web posting, will not infringe on the rights of any third party. Any such entrant will indemnify and hold harmless Sponsor from any claims to the contrary. Any entrant whose entry includes photographs, likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to, depictions of persons, buildings, trademarks or logos) must be able to provide legal releases for such use including use by Sponsor(s) of such entry, in a form satisfactory to Sponsor, upon request, prior to award of prize.

For a photo in which a person is recognizable, you must secure a model release from the subject or, in the case of a minor, the subject's parent or guardian and provide it to Sponsor upon request. Photos that violate or infringe upon another person's rights, including copyright, are not eligible.

SPONSOR

The sponsor of this Contest is Aveda (the "Sponsor").

ELIGIBILITY

The Contest is open to legal residents of the 50 United States and the District of Columbia, except Rhode Island, 18 years of age or older as of the date of entry and who meet the eligibility requirements. The officers, directors, employees, contractors, and agents of the Sponsor and its advertising and promotion agencies (collectively 'Promotion Entities') and the immediate families and those living in the same household of any of the above, are not eligible. All Federal, state and local rules and regulations apply. Void where prohibited or restricted by law.

JUDGING CRITERIA

Eligible entries will be judged by the Aveda Marketing team, based on the following criteria:

70% adherence to contest theme, 30% creativity

Decisions of the judges are final and binding in all respects.

PRIZE(S)

Prize(s) consists of the following: each winner will receive a prize pack including 1 \$250 Aveda Salon Gift Card and a custom Aveda favorites bundle. Approximate retail value of the prize is USD \$340. Approximate retail value of all prizes to be awarded is USD \$1020.

All prizes are awarded "as is" with no guarantee, either express or implied. If by reason of a printing, typographical, administrative or other error, more prizes are claimed than the number set forth in these official rules, all persons making purportedly valid claims will be included in a random drawing to award the advertised number of prizes available in the prize category in question. No more than the advertised number of prizes will be awarded. The prize will be shipped to the winner at the expense of the Sponsor.

WINNER SELECTION

3 winner(s) will be selected by the Aveda Marketing team on or about July 14, 2018, and will be notified via social media direct message within 7 day(s) of this date. Winner may be required to execute and return required notarized Affidavit of Eligibility/ Release of Liability within 30 days of notification. Once executed Affidavit of Eligibility/ Release of Liability is received, winner has two months to claim the prize package. Failure to respond to notifications, return all required forms within 30 days or comply with any other provision may result in the winner being disqualified and an alternate winner selected. If a prize notification or a prize is returned as undeliverable for any reason, the applicable prize will be awarded to an alternate winner. Prizes are not transferable, assignable, or redeemable for cash. All decisions are final. All Federal, state and local tax liabilities are the responsibility of the winners.

GENERAL

Entrants release and waive any claims they may have against Promotion Entities for any and all injuries, claims, damages, losses, costs, or expenses of any kind (including without limitation attorney's fees) resulting from acceptance, use, or misuse of any prize or parts thereof, or participation in this Contest.

If for any reason, this Contest is not capable of running as planned, or if this Contest or any web site associated therewith (or any portion thereof) becomes corrupted or does not allow the proper playing of the Contest and processing of entries in accordance with these rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the Sponsor's sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Contest or any portion thereof. In the event this Contest is cancelled, the Sponsor reserves the right to conduct a random drawing to award all remaining prizes from among all eligible, non-suspect online entries received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted at the Entry Site.

Any attempt by an entrant or any other individual to deliberately damage any web site or undermine the legitimate operation of the Contest is a violation of criminal and/or civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Where a dispute arises about who submitted an online entry, the entry will be deemed submitted by the name appearing on the entry.

The Sponsor and any and all Internet server(s) and access provider(s) (collectively, "Promotion Entities"), and each of their respective affiliates, subsidiaries, parent corporations and advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents (collectively with the Promotion Entities, the "Releases") are not responsible for: any incorrect or inaccurate entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone network, computer online systems, computer equipment, servers, providers, or software, including without limitation any injury or damage to participant's or any other person's computer relating to or resulting from participation in the Contest; inability to access the Entry Site; theft, tampering, destruction, or unauthorized access to, or alteration of, entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer or electronic malfunction or traffic congestion on telephone lines or the Internet or any web site (including the Entry Site) or for any other reason whatsoever; printing or other errors; any entries which are late, lost, incomplete, misdirected, stolen, mutilated, illegible, or any combination thereof.

Incomplete entries will be disqualified. All entries become the property of the Sponsor and will not be acknowledged or returned. False, fraudulent or deceptive entries or acts shall render entrants ineligible. By entering the Contest, entrants affirm that they have read and accepted these Official Rules. The Contest shall be governed by and construed in accordance with the laws of the United States. By entering the Contest, entrants hereby submit to the jurisdiction and venue of the federal and state courts of the United States and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum. Any entry information collected from the Contest shall be used only in a manner consistent with the consent given by entrants at the time of the entry, with these Official Rules and with the Aveda Privacy Policy.

WINNERS LIST

For an official list of winners, send an email to socialmedia@aveda.com with Know What You're Made Of Contest in the subject line.