

2024 LivePURE C'ENCIA Contest Terms and Conditions

By participating in the LivePURE C'ENCIA Contest, you accept and agree to be bound by these terms and conditions.

Overview:

Eligible Brand Partners and users of the C'ENCIA skin care products (each a "Contestant") can qualify for the LivePURE C'ENCIA Contest (the "Contest") by providing before and after photos and a review/testimony from using C'ENCIA products during the Contest which LivePURE can share these experiences with the public.

Qualification Period:

The Contest will be conducted in two rounds:

Round One:

The Round One Contest Open Entry Period runs from September 3, 2024 to September 8, 2024, during which time a contestant must meet requirements 2A, 2B, and 2C as listed below.

Submissions for all other eligibility requirements, including 3B, will open September 26, 2024 and close at 11:59PM CT on October 2, 2024.

Round Two:

The Round Two Contest Open Entry Period runs from October 2, 2024 to October 9, 2024, during which time a contestant must meet requirements 2A, 2B, and 2C as listed below.

Submissions for all other eligibility requirements, including 3B, will open October 26, 2024 and close at 11:59PM CT on November 1, 2024.

Qualification and Requirements and Details:

An eligible Contestant may qualify to receive a Prize as follows:

- 1) A Contestant who is a user of the C'ENCIA skin care products must provide the entry materials of themselves and not a different product user.
- 2) The requirement for entries is that the Contestant must provide, in regard to C'ENCIA users:
 - A. Before Photos to document the state of the skin on the face: front angle, left profile and right profile required. (A photo guide is provided by LivePURE with further details on the required photos: <https://livepure.com/photo-guide/>)
 - B. Photo with person and products to show proof of purchase of Beauty Bundle, Inside & Out Beauty Bundle or C'ENCIA Complete Set.
 - C. Personal information: email, first & last name, account number of the C'ENCIA user(s), age, gender, state and phone number
- 3) A Contestant must, for each entry:
 - A. Provide complete entry with the below requirements:
 - B. Submit After submission which includes:

- I. Providing 30-day progress photos (set of photos with the same format as Before Photos)
- II. Providing a review/testimony of experience using C'ENCIA skincare (min. 200 Characters) by the C'ENCIA user
- III. Personal information: email, first & last name, account number of the C'ENCIA user(s), age, gender, state and phone number

4) Additional Information:

- A. Any extra videos or photos documenting progress apart from the above requirements will be taken into consideration for judging.
- B. LivePURE will provide web forms for submissions here:
 - I. Round One Entry:
<https://www.cognitofrms.com/livepure/2024cenciacontestregistrationform/>
 - II. Round One Submission:
<https://www.cognitofrms.com/livepure/2024cenciacontestsubmissionform/>
 - III. Round Two Entry:
<https://www.cognitofrms.com/livepure/round22024cenciacontestregistrationform/>
 - IV. Round Two Submission:
<https://www.cognitofrms.com/livepure/round22024cenciacontestsubmissionform/>

This Contest is to award prizes as described herein to Contestants who complete all the requirements in either Round One or Round Two, with a separate set of winners chosen for each round. Within fifteen (15) business days after the end of the Contest Period, winners will be chosen by the LivePURE marketing team (at their sole discretion), based on the skill demonstrated by the Contestant's quality of entry materials (including, if applicable, extra videos, photos, and extra content). The prizes are as follows:

- **First Place:** \$1,500 + Spa day at a local spa of choice (up to \$300)
- **Second Place:** \$1,000
- **Third Place:** \$500
- **Top 4-15:** One Free C'ENCIA Complete Set (C'ENCIA PURE Foam Cleanser, C'ENCIA PURE Toner, C'ENCIA PURE Emulsion, C'ENCIA PURE Cream)

Eligibility Requirements:

The Contest is valid for Contestants in the United States only. Contestants who are Brand Partners must be Active and in good standing at the time of earning and receiving the LivePURE C'ENCIA Contest Prize. Active is defined as having 100PV or more (either personal product purchases or product sales to Retail and Preferred Customers or any combination thereof) every 28 days. PV (Product Volume) is the amount of volume assigned to each product. A Brand Partner in good standing is compliant with the Brand Partner Agreement, and has not received a compliance sanction, including but not limited to a sanction for probation, suspension or termination. Additionally, any notice for breaches of the Non-Solicitation, Non-Competition,

Confidentiality or Proprietary Information provisions of the Brand Partner Agreement will result in forfeiture of all LivePURE C'ENCIA Contest Prizes and will disqualify the Brand Partner from being awarded LivePURE C'ENCIA Contest Prizes in the future. In addition, Brand Partners must abide by the LivePURE Policies and Procedures. LivePURE reserves the right to disqualify a Brand Partner if a policy violation, fraud, or other conduct that compromises the integrity of the Contest is identified, as determined by LivePURE at its sole discretion.

From time to time, LivePURE may, in its sole discretion, update, amend, add to, or modify the LivePURE C'ENCIA Contest Eligibility Requirements without advance notice.

Any Prizes will be provided to the applicable Contestant within 20 business days after the end of the Contest Period.

If a Contest Qualifier chooses not to accept a Prize earned, the Prize will be forfeited. LivePURE C'ENCIA Contest Prizes are not transferrable.

All determinations and decisions as to awarding the LivePURE C'ENCIA Contest Prizes are solely at LivePURE's discretion.

LivePURE reserves the right, in its sole discretion, to recover an equitable amount of any awarded Brand Partner Prize directly or indirectly through the withholding of future commissions if:

a. A qualifying Brand Partner is found to have violated any LivePURE policies in connection with receiving or increasing a LivePURE C'ENCIA Contest Prize.

LivePURE assumes no responsibility for notifying Contest Qualifiers who are Brand Partners of any returns or cancellations within their organization that affect qualifications.

All applicable taxes are the responsibility of the Contest Qualifier. The value of the LivePURE C'ENCIA Contest Prize awarded to a Brand Partner will be included as reportable income in the award recipient's 1099.

LivePURE reserves the right to discontinue, cancel or modify this Contest at any time and in its sole discretion without notice.

The LivePURE C'ENCIA Contest is sponsored by PURE Gen Holdings, Inc., ("PURE") – 5601 Granite Pkwy., Ste. 750, Plano, TX 75024.

THIS CONTEST IS VOID WHERE PROHIBITED BY LAW.