

2021 GoYin for Life Promotion Terms and Conditions

Overview: During the Promotion Period, Preferred Customers and Independent Business Owners (IBOs) may receive 1 free bottle of GoYin with each consecutive autoship* order of 100pv** or more by fulfilling the Qualification Requirements set forth below during the Qualification Period.

By participating in the 2021 GoYin for Life Promotion sponsored by PURE Gen Holdings, Inc., (“the Company” or “PURE”), you accept and agree to be bound by these terms and conditions.

Promotion Period: The 2021 GoYin for Life Promotion begins March 2, 2021 and continues indefinitely, as supplies are available.

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

PURE reserves the right to substitute the Promotion award with another award of equal or greater value if the Promotion award is not available for any reason as determined by PURE in its sole discretion and without notice.

Qualification Period: The 2021 GoYin for Life Promotion Qualification Period begins March 2, 2021 and ends December 31, 2021.

Qualification Requirements:

1. (A) Preferred Customers and IBOs must place a non-autoship/one-time order of 200pv** or more during the Qualification Period; **OR**

(B) Preferred Customers and IBOs must be enrolled in the 12-Week Turnaround Program on or before March 1, 2021 and have at least one 12-Week Turnaround autoship order process on or before March 1, 2021; **OR**

(C) IBOs must be participating in the legacy GoYin for Life Promotion (GoYin for Life Promotion offered by the Company March 1, 2021 and prior). Legacy GoYin for Life Promotion participants will be automatically opted in to the 2021 GoYin for Life Promotion;

AND

2. Once the 2021 GoYin for Life Promotion participant meets ONE of the Qualification Requirements set forth in number 1 above, he or she will be eligible to receive one free bottle of GoYin on subsequent autoship* orders of 100pv or more, placed consecutively every 28 days during the Promotion Period. The first subsequent autoship order of 100pv or more must be placed within 28 days of meeting ONE of the Qualification Requirements set forth in number 1 above.

2021 GoYin for Life Promotion participant must maintain a 100pv autoship order every 28 days during the Promotion Period to remain qualified for the promotion. If a 100pv autoship order is missed, the Customer or IBO will be given a one-time grace period of 30 days to reinstate the 100pv autoship order by contacting the Sales Support Team via phone at 866-535-5888, or via email at SalesSupport@Livepure.com. Any participant who fails to reinstate a 100pv autoship order during the grace period will be required to requalify for the promotion by placing a one-time order or an autoship order, of 200pv or more, after the 30-day grace period and prior to the end of the Qualification Period. Once requalified, the participant will be eligible to receive one free bottle of GoYin on subsequent autoship orders of 100pv or more, placed consecutively every 28 days during the Promotion Period.

*Autoship is optional and is offered for convenience, allowing Preferred Customers and IBOs to select their favorite products to be shipped to them automatically every 28 days or based on a customized delivery schedule.

**PV (Product Volume) is the amount of volume assigned to each product. PV is listed for each product and/or product pack during the order checkout process.

Eligibility Details: This Promotion is valid for Preferred Customers and active IBOs in the United States, Canada, Australia, and New Zealand. IBOs must be in good standing at the time of earning and receiving the Promotion award, and while participating in the Promotion. Active is defined as an IBO having 100PV or more (either personal product purchases or product sales to Retail and Preferred Customers or any combination thereof) every 28 days. An IBO in good standing is compliant with the IBO Agreement and has not received a compliance sanction that is unresolved, 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 IBO Agreement will result in forfeiture of the Promotion award.

IBOs must abide by the PURE Policies and Procedures and comply with all obligations set forth in the IBO Agreement. PURE reserves the right to disqualify an IBO if a policy violation, fraud, or other conduct that compromises the integrity of the Promotion is identified, as determined by PURE in its sole discretion.

PURE reserves the right to disqualify a Preferred Customer if fraud or other conduct that compromises the integrity of the Promotion is identified, as determined by PURE in its sole discretion.

Further Qualification and Promotion Details: One-time orders and autoship orders placed by Promotion participants cannot be combined to meet the minimum PV promotion and qualification requirements. Once a Promotion participant fulfills the Qualification Requirements, he or she may receive the Promotion award on multiple autoship orders as long

as each autoship order maintains a minimum of 100pv and processes consecutively every 28 days during the Promotion Period.

IBOs are deemed to hold a beneficial interest in Preferred Customer accounts within the same household and/or Preferred Customer accounts using the IBO's payment information. Preferred Customer accounts within the IBO's household and/or using the IBO's payment information will not qualify to receive the Promotion award unless adequate proof is provided to the company showing the Preferred Customer account is independently owned and operated from the IBO. Preferred Customer accounts owned or operated by IBOs will not qualify for the Promotion award.

Qualifying accounts are verified by PURE on a regular basis. In the event that a Preferred Customer or IBO returns a product that was part of any qualifying one-time order or autoship order for this promotion, the free bottle of GoYin must also be returned. If the Preferred Customer or IBO fails to return the free bottle of GoYin, PURE reserves the right in its sole discretion to (1) reduce the amount of the refund by the value of the free bottle of GoYin; or (2) withhold the Promotion award on the next qualifying autoship order.

PURE assumes no responsibility for notifying GoYin for Life Promotion participants of any returns or cancellations that affect Promotion Qualification Requirements.

If a promotion participant chooses not to accept the Promotion award, the award will be forfeited. The Promotion award is not transferable, including but not limited to transfers of ownership in account sales and transfers of ownership of businesses.

Preferred Customers and IBOs must pay all applicable taxes and shipping fees for Promotion awards. Shipping fees are calculated based off of the total weight of the order. Shipping fees are disclosed during the order checkout process.

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The 2021 GoYin for Life Promotion is sponsored by PURE Gen Holdings, Inc., ("PURE") – 7164 Technology Dr., Ste. 100, Frisco, TX 75033.

THIS PROMOTION IS VOID WHERE PROHIBITED BY LAW.