

 #DewySkinDIY #PhytoReplenish



Phyto Replenish Oil Instagram Incentive

Build excitement and buzz on Instagram to drive clients into your business!

dermalogica[®]

Instagram Dewy Skin Incentive Guidelines

Valid Dates: September 1 – October 31, 2016

Requirements:

Each image/post must include the following to qualify:

- Imagery:** Choose from a selection of the 6 **pre-selected** Phyto Replenish Oil Instagram images available on the Business Center under what's new > Phyto Replenish Oil Instagram Incentive. (1 post per image)
- Hashtags:** #PhytoReplenish, #DewySkinDIY #AuthorizedAccount
- Platform:** Only Instagram posts will qualify for the incentive, however accounts are encouraged to post these images on all social media platforms. **Instagram accounts must be made public in order to participate.**

Reward:

Accounts will receive a \$5.00 product credit voucher (PCV) for each image posted. Each account is eligible for up to 6 entries (one post of each image) earning them a maximum total of \$30.00 PCVs per business Instagram account.

Terms and Conditions

ELIGIBILITY. NO PURCHASE NECESSARY TO ENTER. The incentive is open to those natural persons who are 18 years of age or older at time of entry, who reside in and are legal residents of the United States ("Entrants"). Entrants must be accounts (in good standing) of Dermalogica, LLC ("Dermalogica") and have access to the Internet throughout the incentive. Employees of Dermalogica and its respective parents, subsidiaries, affiliates and their immediate family members (spouse, parents, children and siblings and their respective spouses) are ineligible to enter. Void where prohibited by law, regulation or ordinance. By participating in this incentive, Entrants agree to these Official Rules and Dermalogica's Privacy Policy. This incentive is in no way sponsored, endorsed or administered by, or associated with Instagram. By participating in this incentive, the Entrant is agreeing to these terms and conditions.

ENTRY. The incentive begins September 1, 2016 and ends on October 31, 2016. At the start of the incentive period, selected images will be made available on the Dermalogica Business Center for download. Dermalogica accounts who agree to participate must download and post the pre-selected images that on the Business Center under what's new> Dewy Skin Instagram Incentive on their salon's Instagram pages. Post(s) must include the following hashtags: #phyto replenish, #dewyskindiy, and #authorizedaccount to be considered for entry. One entry per image, per Instagram account per Dermalogica account. Instagram accounts must be made public in order to participate.

NOTIFICATION AND ACKNOWLEDGEMENT. Number of entries per account will be tallied/counted on November 4, 2016. Participants will be notified via email a week after the entries have been counted. The participant is solely responsible for all federal, state and local taxes and other costs pertaining to the awarded prize. The prizewinner agrees to allow Dermalogica to use the winner's name (whether in print publication, online, or other means of communication), without compensation, to notify the public of their winnings and may be required to sign an Affidavit of Eligibility and Liability and Publicity release.

PRIZES AND THEIR VALUE. Participants will qualify for a \$5.00 product credit voucher (PCV) for each image that is posted. Participants can earn up to \$30.00 PCVs, by posting all six images that are available. The PCV will be credited to their account. All expenses not specifically mentioned herein are not included in the prize and are solely the participant's responsibility. The approximate retail value of the reward to be awarded in this incentive is a \$5.00 product credit voucher. No reward substitutions, cash equivalent or transfer of rewards permitted except at the sole discretion of Dermalogica. Rewards are subject to restrictions and may not be used in conjunction with any other promotion or offer. Dermalogica is not responsible for lost or mis-delivered prizes due to Entrant's inaccurate or improper address information. Rewards may not be exchanged for cash or otherwise, except that Dermalogica retains the right to substitute prizes of equal or greater retail value.

INTERNET. If, for any reason, Dermalogica is unable to conduct this incentive as planned due to technical failures, such as those caused by a computer virus, hacking, other unauthorized interference, fraud, or any other cause beyond the control of Dermalogica which obstructs or otherwise adversely affects the proper administration, reliability, fairness, or integrity of the incentive, Dermalogica reserves the right, at its sole discretion, to disqualify any entry, and any person found to have interfered or tampered with the incentive, and if deemed necessary by Dermalogica in its sole discretion, to cancel, terminate, modify or suspend the incentive. Dermalogica assumes no responsibility for any failure in transmission, however caused, including any omission, interruption, deletion, defect, communications line failure, theft or destruction of information or unauthorized access to entries, their damage or alteration. Dermalogica is not responsible for its failure to receive any email or entry due to software failure, technical problems, human error or transmission congestion on the Internet or at any website, or any combination thereof, including any injury or damage to an Entrant's, or any other person's, computer relating to or resulting from participation in this incentive or downloading of any materials in this incentive. **CAUTION: DERMALOGICA RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER PENALTIES, OR REMEDIES, TO THE FULLEST EXTENT PERMITTED BY LAW, FROM ANY PERSON(S) ATTEMPTING TO DELIBERATELY INTERFERE WITH THE CONDUCT OF THIS INCENTIVE OR TO DAMAGE THE WEBSITE.**

If a dispute arises over the identity of the person who transmitted an entry via an identified email address or social media account, the "Authorized Account Holder" of the email address or social media account at time of entry will be deemed to be the Entrant. The "Authorized Account Holder" is defined as the natural person assigned to an email address or social media account by an internet access provider, online provider or other organization (e.g. business, education institution, etc.) responsible for assigning email addresses for the domain associated with the submitted email address, or for assigned social media accounts, as the case may be. Any entry sent through the use of an automated sending device will not be accepted and will not be considered a valid entry.

PRIVACY. Except as provided above, all personal information supplied by Entrants will be subject to Dermalogica's Privacy Policy, which is located at <http://www.dermalogica.com>.

RELEASE. By participating in this incentive, all Entrants and reward winners release, discharge, and hold harmless Dermalogica, and Instagram, and their partnerships, subsidiaries, divisions, branches, affiliates, assigns and agencies, including, without limitation, their respective officers, directors, shareholders and employees (collectively "Released Parties") from and against any and all liability or claims for any and all legal claims, injury, loss, illness, litigation or damages arising out of their participation in the incentive and/or the acceptance, use, misuse, non-use or possession of the prize. Any portion of the reward not accepted by the participant(s) will be forfeited, and the Released Parties are not responsible for any inability of the participant(s) to accept or use the reward(s) (or portion thereof) for any reason. Released Parties are not responsible for printing or typographic errors in any incentive or related material or for stolen, lost, late, misdirected, damaged, incomplete, postage due, and/or illegible entries or mail. If, in Dermalogica's opinion, there is any suspected or actual evidence of a virus, bug, tampering, unauthorized intervention, fraud technical failures or other causes beyond Dermalogica's control corrupt the administration, securities, fairness integrity or proper play of the incentive and award the prize from all eligible entries received to date tampering with any portion of the Sweepstakes, Dermalogica reserves the right in its sole discretion to disqualify any individual and/or void any entries submitted fraudulently, to modify or suspend the incentive, or to terminate the incentive and award the prize using all non-suspect eligible entries received as of the date of such action. In the event that any dispute arises regarding the meaning or interpretation of these Official Rules, participants agree that the dispute shall be resolved by applying the laws of California and that it shall be resolved by and within the courts of that state.

GENERAL CONDITIONS. All federal, state and local laws apply. Dermalogica is the final interpreter of these Official Rules. The decisions of Dermalogica are final in all matters relating to the Official Rules. By participating in this incentive you agree to the use of your name, photograph, likeness and/or identity for advertising, publicity and promotional purposes, without compensation, unless prohibited by law. You will also be added to Dermalogica's mailing list subject to Dermalogica's Privacy Policy and opt-out provisions.

SPONSOR. Dermalogica, Inc. 1535 Beachey Place, Carson, CA 90746.

Phyto Replenish Oil Instagram Incentive

IMAGES & POST SUGGESTIONS



POST SUGGESTIONS:

Meet new Phyto Replenish oil, a feather-light treatment oil that replenishes the skin for an all day dewy glow! #phytoreplenish #dewyskindiy #AuthorizedAccount

Ready to glow? Come in today to check out @Dermalogica's new Phyto Replenish Oil! #phytoreplenish #dewyskindiy #AuthorizedAccount



POST SUGGESTIONS:

Whose ready for healthy luminous skin? Mix Phyto Replenish Oil in your foundation or primer for all day dewy skin! #phytoreplenish #dewyskindiy #AuthorizedAccount

Get all day dewy skin with NEW Phyto Replenish Oil! Now available at (account name). #phytoreplenish #dewyskindiy #AuthorizedAccount



POST SUGGESTIONS:

Want glowing dewy skin? Try this easy #DewySkinDIY massage at home to get your glow on. Visit (salon name/website) today for a quick tutorial. #phytoreplenish #AuthorizedAccount

Check out this easy DIY massage tutorial at dermalogica.com/DewySkinDIY #PhytoReplenish #dewyskindiy #AuthorizedAccount

IMAGES & POST SUGGESTIONS



POST SUGGESTIONS:

The new Phyto Replenish Oil uses phytoactives from camellia and tamanu oils to help restore the skin's natural barrier.
#phytoreplenish #dewyskindiy
#AuthorizedAccount

Tamanu Oil is known to be a powerful skin regenerator. Stop in today to see how the powerful ingredients @Dermalogica's new #PhytoReplenish Oil can work for you. #dewyskindiy
#AuthorizedAccount



POST SUGGESTIONS:

#PhytoReplenish Oil utilizes oils from sunflower seeds, rice bran, and rosemary extracts to create a luminous antioxidant shield against radical free damage.
#dewyskindiy
#AuthorizedAccount

Come check out @Dermalogica's new Phyto Replenish Oil. A powerhouse product that uses phyto oils to defend the skin against free radicals. #dewyskindiy
#phytoreplenish
#AuthorizedAccount



POST SUGGESTIONS:

#PhytoReplenish Oil offers an essential lipid blend that includes Orchid Flower and Chia Seed Oil to smooth visible dehydration lines and locks in critical moisture. Stop in today to learn more about @Dermalogica's newest product #DewySkinDIY
#AuthorizedAccount

Skin feeling parched? New Phyto Replenish Oil has got you covered! Swing in today for a free sample! #PhytoReplenish
#DewySkinDIY
#AuthorizedAccount