

## **“BEAUTY GETAWAY TO PARIS” CONTEST**

### **Contest Rules**

**November 17, 2011 to December 14, 2011**

1. L’Oréal Paris Cosmetics, Vichy, Maybelline New York and Uniprix are the sponsors of the Contest (the “Sponsors”).
2. This Contest is open only to residents of Quebec and Ontario who have reached the age of majority, except employees, representatives and agents of the Sponsors or their respective affiliated companies (including employees of Uniprix Inc. and all stores of the Uniprix network), and, if applicable, their respective advertising or promotional agencies, contest judges, contest prize suppliers, any other companies engaged in the development, production or distribution of materials for this Contest, and members of the immediate families of, or persons domiciled with, any of the above.
3. To enter the “**Beauty Getaway to Paris**” Contest, simply have your Uniprix Beauty Card scanned when you purchase a product by l’Oréal Paris (cosmetics or hair colour), Vichy or Maybelline New York at a Uniprix sales location from **November 17, 2011 to December 14, 2011**. Each product you purchase gives you one chance to win. Customers at sales locations that do not offer the Beauty Card can also enter the contest by completing an entry ballot in store and attaching their receipt.
4. The Contest starts on November 17, 2011 and ends on December 14, 2011 at noon. **The random drawing will take place on January 11, 2012 at 11 a.m. at the Uniprix head office.**

On January 11, 2012, a random pre-drawing will be held to select 1 percent of entry ballots from all eligible entries received via the Beauty Card and 1 percent of all eligible entry ballots received in store at Uniprix sales locations.

A random drawing will then be held from all finalists and the winner will be awarded the Grand Prize.

5. No purchase necessary to enter. You can enter the Contest by sending a hand-drawn entry form containing your name, address, postal code, telephone numbers (day and evening) and an original (no photocopies) essay of a minimum of 50 words explaining why you should win this Contest.

**Uniprix**  
**“Beauty Getaway to Paris” Contest**  
5,000 Métropolitain Blvd East  
Montreal, Quebec H1S 3G7  
c/o: Susan Jasmin

6. **One grand prize: A total value of \$15,000**

One trip for two adults to Paris, redeemable from May 1, 2012 to May 1, 2013, including:

- One gift certificate from the Aller-Retour travel agency for return airfare from Montreal to Paris in economy class and hotel accommodation in a 3-star hotel in Paris for two people (6 nights/7 days), **a value of \$3,250.**
- A Vichy beauty consultation for two including:
  - Transportation by TGV (high-speed train)
  - Lunch
  - ½ day of thermal care at Vichy
  - Dinner
  - One-night stay at the hotel Les Célestins in Vichy
  - Breakfast
  - **A value of \$1,250**
- A L’Oréal Paris beauty consultation for two, including:
  - Haircut
  - Shampoo
  - Hair colouring and styling with a reputable Paris hairdresser
  - Makeup by a L’Oréal expert
  - **A value of \$3,500**
- Shopping money for two
  - **A value of \$2,000**

**Secondary prizes**

20 gift baskets valued at \$250 each, **a total value of \$5,000**

7. To be declared a winner and claim a prize, a participant selected at random must be eligible under the Contest eligibility criteria and official Contest Rules. In addition, the potential winner must:
- a. Be reached by telephone by the Sponsors or their representatives within 10 days following the random drawing of their envelope selected on the date mentioned above in Section 4.
  - b. Accept the prize described in Section 6 above, and agree that this prize cannot be transferred, modified or surrendered for cash.
  - c. Correctly answer a timed mathematical skill-testing question, without assistance, to be administered by telephone by the Sponsors or their representatives at a mutually convenient time.
  - d. Complete and sign a declaration of compliance and release form and return it to Uniprix by the date indicated in the cover letter accompanying the form.

8. All prize claims are subject to verification of entrant eligibility and compliance with these Contest Rules. All selected entrants whose eligibility cannot be confirmed under these Contest Rules shall be disqualified. If a selected entrant cannot be reached within the 10-day period and if he/she does not respond or cannot comply with these Contest Rules 10 days after receipt of the selection notice, he/she will be disqualified and will lose the prize; the Sponsors can, at their sole and absolute discretion, select at random another eligible entrant and attempt to reach this entrant, who will also be subject to the same qualification rules.
9. By participating in this contest, each entrant accepts and agrees to these Contest Rules. Winners authorize the contest Sponsors or their representatives to use their name and photograph for publicity purposes without further compensation.
10. The winner must contact Julie Benoit at 514 725-1212, ext. 348, to confirm the reservation dates for the trip at least 5 weeks prior to the departure date so that the consultations can be booked with the experts at L'Oréal and the winner can obtain an itinerary prior to departure.
11. Any litigation regarding the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation regarding the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.
12. Uniprix Inc. duly have paid the related contest fees to the *Régie des alcools, des courses et des jeux*, as required by all applicable laws.
13. The names of winners may be forwarded to any person who makes such a request and upon reception of a pre-stamped envelope. Requests must be forwarded to the attention of Susan Jasmin, 5,000 Métropolitain Blvd East, Montreal, QC H1S 3G7.
14. In the event of any discrepancies between the English language version of these official rules and the French language version, the French language version shall prevail.
15. A copy of these Contest Rules can be found under the *Contests* section of the Uniprix website at [www.uniprix.com](http://www.uniprix.com) and in Uniprix stores.