

DailyCandy's "Fekkai Sweepstakes" - Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. VOID WHERE PROHIBITED BY LAW.

1. ELIGIBILITY: DailyCandy's "Fekkai Sweepstakes" (the "Sweepstakes") is open only to legal residents of forty-nine (49) states of the United States and the District of Columbia, (excluding Rhode Island, Puerto Rico and all U.S. Territories and Possessions and all Overseas Military Installations) who are at least eighteen (18) years of age or older as of August 15, 2012, with access to the Internet at all times during the Sweepstakes Period (as defined below) and subsequent Prize Award Period (as defined below). All employees of DailyCandy, LLC ("Sponsor"), Procter & Gamble Distributing, LLC, and all associated agencies and each of their respective parent corporations, subsidiaries, affiliates, sales representatives, distributors, licensees, vendors, contractors, or agents (all of the foregoing, together with Sponsor, collectively referred to as "Sweepstakes Entities"), and their immediate family members (spouse, parent, child, sibling and their respective spouses) and those living in the same household of each (whether legally related or not), are ineligible to enter or win the Sweepstakes. All applicable laws and regulations apply. Void where prohibited or restricted by law. Entry in the Sweepstakes constitutes your full and unconditional acceptance of these Official Rules.

2. SWEEPSTAKES PERIOD: The Sweepstakes entry period begins as of 12:01 a.m. Eastern Time ("ET") on August 15, 2012 and ends as of 11:59 p.m. ET on September 20, 2012 (the "Sweepstakes Period"). Winners will be selected from entries properly submitted to this Sweepstakes.

3. SWEEPSTAKES ENTRY INSTRUCTIONS: There is one (1) method of entry for this Sweepstakes: During the Sweepstakes Period, you may submit an entry online at <http://www.dailycandy.com/sweetshop/posts/131421/Your-Opinion-Matters-Almost-as-Much-as-Your-Hair?>. Enter your name, e-mail address and mailing address, check the box that says "If selected as a winner, I agree to be contacted by DailyCandy and Fekkai regarding my experience," and click "Submit." Limit one (1) entry per person, per e-mail address, and per household during the Sweepstakes Period. Entries will be deemed submitted by the authorized account holder of the account or e-mail address through which the entry was submitted.

5. PUBLICITY: As a condition of entry into the Sweepstakes, except where prohibited by law, each entrant by entering and each Winner or Grand Prize Winner (each defined below) by accepting a prize grants to Sponsor and Sponsor's affiliates, legal representatives, assigns and licensees, all right, title and interest in and to publicize, broadcast, display and/or otherwise use the Sweepstakes entrant's name, city, state, and biographical material (collectively, "Licensed Rights") in any media now known or hereafter devised throughout the world in perpetuity for advertising and publicity purposes, without additional review, compensation, permission or approval.

6. SELECTION OF SWEEPSTAKES WINNER: Forty five (45) Grand Prize Winners and one thousand (1,000) Winners will be selected in a random drawing to be held on or about September 21, 2012. Odds of winning will depend on the number of eligible entries received. The potential Grand Prize Winners will be notified via e-mail to the e-mail address submitted with his/her entry within two (2) weeks after the drawing ("Prize Award Period"). The Winners' prizes will be mailed to the United States address submitted in their entry. The drawing will be conducted by Sponsor, the judge of the Sweepstakes, whose decisions on all matters relating to the Sweepstakes shall be final and binding. Any return of prize notification or prize e-mail as undeliverable will result in forfeiture of the Grand Prize or Prize, as applicable. In the event that a potential Winner or Grand Prize Winner is disqualified for any reason or in the event of Prize or Grand Prize forfeiture, Sponsor may, in Sponsor's sole discretion, award or not award the Prize or Grand Prize to an alternate potential Winner or Grand Prize Winner, as applicable, selected at random.

7. PRIZES: One thousand (1000) prizes ("Prize[s]") will be awarded in this Sweepstakes. Each Winner will receive one (1) 0.9 ounce sample pack of Fekkai PRX Reparatives products (Approximate Retail Value ("ARV") \$0.01). The total ARV of all Prizes is ten dollars (\$10.00). Forty five (45) grand prizes ("Grand Prize[s]") will be awarded in this Sweepstakes. Each Grand Prize Winner will receive: One (1) 6.7 ounce bottle of Fekkai PRX Reparative shampoo (ARV \$30.00), one (1) 6.7 ounce bottle of Fekkai PRX Reparatives conditioner (\$30.00) and one (1) 5 ounce bottle of PRX Reparatives Hair Mask (ARV \$49.00). The total ARV of each prize is one hundred and nine dollars (\$109.00). Total ARV of all Grand Prizes is four thousand nine hundred and five dollars (\$4905.00).

The Total ARV of all prizes awarded shall be four thousand nine hundred fifteen dollars (\$4,915.00).

The prizes awarded will not be replaced if lost or stolen. No part of the prizes are redeemable for cash (except as required by law), and no substitutions are allowed except, at the sole discretion of Sponsor, an equal or greater valued item may be provided. The Grand Prizes will be shipped only to an address in the United States, and will be awarded provided it is validly claimed by October 21, 2012, after which no alternate winner will be selected, nor unclaimed prizes awarded. All taxes on a prize, if any, and other expenses related to accepting and/or using the prize not listed in these Official Rules are the sole responsibility of Grand Prize Winner, who will receive a form 1099 reflecting the actual retail value of the Grand Prizes awarded, if applicable.

8. GENERAL RULES: By entering or participating in the Sweepstakes, participants agree to be bound by these Official Rules, the terms and conditions of the Sweepstakes Entities' websites, and by the decisions of Sponsor, which are final and binding in all respects. By entering the Sweepstakes, entrants waive the right to claim any ambiguity or error in these Official Rules or in the Sweepstakes itself. Sponsor reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes. Sweepstakes Entities are not responsible for: (1) any incorrect or inaccurate information or technical failures of any kind, (2) unauthorized human intervention in any part of the entry process or the Sweepstakes; or (3) any other computer, network, technical, human or other error, problem or malfunction that may occur in connection with the administration of the Sweepstakes, the processing of entries, or the selection or notification of winners. Further, if, for any reason, the Sweepstakes is not capable of running as planned for reasons outside the control of the Sponsor which, in the sole opinion of Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes (or portion thereof), Sponsor reserves the right, at Sponsor's sole discretion, to cancel, terminate, modify or suspend the Sweepstakes (or portion thereof). In the event of such cancellation, termination, modification or suspension, Sponsor will select a Grand Prize Winner from all eligible, non-suspect entries received prior to such action. Sponsor also reserves the right at Sponsor's sole discretion to disqualify the Entry of any individual found to be (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or any website operated by the Sweepstakes Entities; (b) using any robotic, macro, automatic, programmed or like entry methods, which will void all such entries; (c) violating these Official Rules or the terms of service, conditions of use, and/or general rules of any Sponsor property or service; or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. Sweepstakes Entities are not responsible for claims, injuries, losses or damages of any kind resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any Grand Prize; participation in this Sweepstakes or in any activity or travel related thereto or from any interaction with, or downloading of, computer Sweepstakes information. Sweepstakes Entities make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished in connection with this Sweepstakes.

Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In any cause of action, the Sweepstakes Entities' liability will be limited to two hundred fifty dollars, and in no event shall the Sweepstakes Entities be liable for attorneys' fees and/or experts' fees and costs. By participating in the Sweepstakes, each entrant waives the right to claim any additional damages whatsoever, including, but not limited to, punitive, consequential, incidental or indirect damages.

9. PARTICIPANT OBLIGATIONS: By participating in the Sweepstakes you agree to be bound by these Official Rules and the decisions of Sponsor. By accepting the prize, the Grand Prize Winner agrees to release and hold harmless the Sweepstakes Entities from and against any and all losses, damages, rights, claims, actions and liabilities of any kind in connection with the Sweepstakes or receipt or redemption of the prize. The Grand Prize Winner assumes all liability for any injury, death, or damage caused, or allegedly caused, by participating in the Sweepstakes or use or redemption of the prize. Any disputes that may arise hereunder shall be governed in all respects by the laws of the State of New York without regard to the conflicts of laws principles of any jurisdiction. Exclusive venue with respect to any such disputes shall be had in the state and federal courts located in the State of New York.

10. PERSONAL INFORMATION: The personal information collected through the Sweepstakes is subject to DailyCandy's Privacy Policy, located at <http://www.dailycandy.com/privacy.jsp>. By entering the Sweepstakes, you agree to the use of your personal information as described in the above Privacy Policy.

11. RULES/WINNERS' LIST REQUESTS: To obtain a copy of these Official Rules or for notification of the Grand Prize Winners, send a self-addressed stamped envelope to: DailyCandy's Fekkai Sweepstakes Official Rules/Winners' List Request, 584 Broadway, Ste. 201, New York, NY, 10012. Requests for notification of winners must be received no later than three months after the end of the Sweepstakes Period. VT residents may omit return postage.

12. SPONSOR: DailyCandy, LLC, 584 Broadway, Ste. 201, New York, NY, 10012.