



**OFFICIAL RULES
SEACRET DIRECT, L.L.C.
BEFORE &AFTER PHOTO PROMOTION & DRAWING**

1. **WHO MAY ENTER:** This Promotion and/or Drawings (“Promotion”) is open to (i) legal residents of the United States, Mexico, and Canada who (i) are 18 years of age or older at the time of submission of the photo and/or image to the Seacret website “seacretbeforeafter.com.” Only participants entered in the Promotion in accordance with the above are eligible to enter.

The following persons are not eligible to enter the Promotion: (a) employees of Seacret Direct, L.L.C., (hereinafter “Seacret,” “Company,” or “Sponsor”), its affiliates, subsidiaries, officers, or employees; (b) officers, employees, or agents of any organizations directly involved with this contest, including any co-sponsors of the Promotion; (c) immediate family members and persons living in the same household as the persons identified in (a) and (b) above. **VOID WHERE PROHIBITED OR RESTRICTED BY LAW. NO PURCHASE NECESSARY TO BE INCLUDED IN THE DRAWING AND WIN. ONLY ONE BEFORE AND AFTER MAY BE SUBMITTED FOR INCLUSION IN THE DRAWING.**

2. **HOW TO ENTER:** The Contest begins on October 1, 2016, and ends at 11:59 PM (Pacific Time) on June 29, 2016 (hereinafter “Contest Period”). All individuals (in accordance with the above requirements) as of the above, October 1, 2016 date, shall be eligible to be registered for the drawing(s). However, in order to qualify for the Prizes below, an must (i) provide a “before” and “after” photograph and or testimonial in accordance with the these official rules and the photo release that must be executed by the individual prior to, or contemporaneously with, the submission of the photo and/or testimonial to the Company.

3. **RULES:** The Promotion begins on October 1, 2016. From this point onward, at the end of each period as described on the website, a person will randomly be chosen by the Company, to receive the product prizes indicated on the website (such prizes may be subject to change from time to time at the sole discretion of the Company). On or about June 30, 2016, one individual will be chosen from the list of prior product winners and receive a trip to the Company’s annual Seacret Convention to be held in Las Vegas, Nevada in August of 2017. The trip will include airfare plus three night accommodations. In addition, this individual will also be treated to a makeover and \$2000 shopping spree at a location to be determined by the Company at it sole discretion.

4. **PRIZES:** The following prizes will be awarded:

- a. At the end of each month one individual shall be chosen to receive (free) the Company’s M4 product;
- b. At the end of each period (Period One: October 1, 2016 to December 31, 2016; Period Two: January 1, 2017 to March 31, 2017; Period Three: April 1, 2017 to June 30, 2017) one individual will be chosen to receive a splurge day at a local spa (\$500 value) for the ultimate pamper party. #treatyoself;

- c On June 30, 2017, one individual will be chosen from the list of prior winners (in (a) and (b) above) and receive a trip to the Company's annual convention in Las Vegas, Nevada in August of 2017. The trip will include airfare plus three night accommodations plus a makeover and \$2000 shopping spree.

Only the prizes specified above will be awarded. Maximum number of prizes eligible to be earned, per individual is one. Prizes are non-transferable. No cash equivalent will be provided in lieu of the prizes specified. All country specific, federal state and local income taxes, insurance, licensing, registration and fees connected to the prize(s) are the sole responsibility of the winners. All country specific, federal state and local laws and regulations apply. Company shall only be responsible for awarding the number of prizes specified in these rules. Company expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of prizes awarded. Sponsor makes no representation or warranties concerning the appearance, safety, or performance of any prizes awarded.

All individuals grant Company the right to use and publish their legal name, business, photograph, video, and country and state of residence online and in print, or any other media, in connection with the Promotion.

5. **LIMITATION OF LIABILITY:** By participating in this Promotion, entrants agree to release, hold harmless, and agree to not institute any claim (including a class action claim) against the Company, and all co-sponsors of the Promotion and each of their respective parent companies, affiliates, subsidiaries, and their respective officers, directors, employees, agents, and representatives (collectively "Released Parties") from any and all liability whatsoever for any injuries, losses or damages of any kind from or in connection with, either directly or indirectly; (i) the awarding, acceptance, receipt, possession, use and/or misuse, of any prize awarded herein; and/or (ii) participation in the Promotion. IN NO EVENT WILL SEACRET DIRECT, ITS AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, ITS ADVERTISING AND PROMOTIONAL AGENCIES, OR ITS DIRECTORS, OFFICERS EMPLOYEES ATTORNEYS, AGENTS AND REPRESENTATIVES, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, WHETHER IN CONTRACT, TORT OR OTHERWISE AND INCLUDING INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES (EVEN IF SUCH DAMAGES ARE FORESEEABLE, AND WHETHER OR NOT THE INDEMNIFIED PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES) ARISING FROM THIS PROMOTION.

6. **CHOICE OF LAW:** All issues and questions regarding the construction, validity, interpretation, and enforceability of these Promotion Rules, or the rights and obligations of entrants and Company in connection with the Promotion, shall be governed by, and construed in accordance with the laws of the State of Arizona without regard to conflicts of laws principles. The entrant agrees that all disputes in connection with this Promotion shall be resolved exclusively before a court of competent jurisdiction located in Phoenix, Arizona, and the entrant hereby agrees to personal jurisdiction of that court.

7. **OTHER CONDITIONS:** If the Promotion is not capable of running as planned due to tampering, unauthorized intervention, fraud, technical limitations or failures, any force majeure event or any other cause which, in the sole opinion of the Company, could corrupt, compromise, undermine or otherwise affect the administration, security, fairness, integrity, viability or proper conduct of the Promotion, the Company reserves the right, in its sole and absolute discretion, to

modify these Official Rules and/or to cancel, terminate, modify or suspend all or any part of the Promotion. In addition, the Company has the right to take all steps necessary to prevent and/or alleviate potential or actual gaming of the Promotion, including, but not limited to, disqualifying entrants from participating in the Promotion. In addition, Company has the right, if necessary, and at its sole discretion, to substitute prizes with a prize of equal or lesser value.