L’Oreal’s “Because You’re Worth It” Pledge Program
TERMS AND CONDITIONS

By participating in L’Oreal's “Because You’re Worth It” Pledge Program (the “Program”), you acknowledge that you have read, understood, and agree to be bound by these Terms and Conditions.

Offered By: L’Oreal USA, Inc. (“L’Oreal”), 575 Fifth Avenue, New York, NY 10017.

Eligibility: Program is open to legal residents of the United States and the District of Columbia who are 18 years of age or older. Void where prohibited by law. All applicable federal, state and local laws and regulations apply. This Program is in no way sponsored, endorsed or administered by, or associated with Twitter. By entering, you understand that you are providing your information to L’Oreal and not Twitter.

Eligible Dates: May 6, May 13, May 20, May 23, May 27, June 3, June 10, June 17, June 24, and July 1, 2013 (each, an “Eligible Date”).

How to Participate: To participate, between 12:00am Eastern Time (“ET”) and 11:59pm ET on an Eligible Date, log-in to your Twitter account and post a tweet pledging better skincare this summer (i.e., remember to wear sunscreen, protecting your skin with sunblock, getting annual skin checks, etc.) and include the hashtag #SublimeSun. L’Oreal will donate $1.00 to the Melanoma Research Alliance Foundation for every “pledge” received up to $1,000 per Eligible Date. A maximum of $10,000 will be donated throughout the Program Period ($1,000 per Eligible Date). Limit of one (1) pledge per person using only one Twitter account per Eligible Date throughout the Program.

General Restrictions: L’Oreal reserves the right to cancel, suspend or modify any part or this entire Program at any time without notice, for any reason in its sole discretion. L’Oreal’s failure to enforce any terms of the Terms and Conditions shall not constitute a waiver of that or any other provision. L’Oreal reserves the right to disqualify participants who violate these Terms and Conditions or interfere with this Program in any manner and void all associated pledges. Should any portion of the Program be, in L’Oreal's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the L’Oreal, corrupt or impair the administration, security or fairness of the Program, L’Oreal reserves the right at its sole discretion to suspend, modify or terminate the Program and, if suspended, resume the Program in a manner that best conforms to these Terms and Conditions. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROGRAM MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, L’OREAL RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

General Conditions: By participating in this Program you agree to (i) be bound by these Terms and Conditions (ii) release and hold harmless L’Oreal, Melanoma Research Alliance Foundation, Twitter, and their respective parent, subsidiary and affiliated companies, retailers, distributors, licensees, manufacturers, web design, advertising, fulfillment and promotion agencies and their respective employees, officers, directors and shareholders (collectively, “Released Parties”) from any claims, actions, injury, loss or damage of any kind resulting from participating in this Program. Released Parties are not responsible for lost, late, misdirected, inaccurate, incomplete, delayed or garbled likes, or for lost, interrupted or unavailable network,
server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or for any other errors or problems of any kind, whether typographical, printing, mechanical, human, electronic or otherwise, relating to or in connection with the Program, including, without limitation, any error or problem which may occur in connection with the administration of the Program or the processing of likes, recipes, and/or photos. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Program. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Program or downloading materials from or use of the website.

ABBREVIATED TERMS & CONDITIONS

Between 12:00am ET and 11:59pm ET on 5/6/13, 5/13/13, 5/20/13, 5/23/13, 5/27/13, 6/3/13, 6/10/13, 6/17/13, 6/24/13 & 7/1/13 L'Oreal will donate $1.00 to the Melanoma Research Alliance Foundation for every “pledge” received on Twitter using the hashtag #SublimeSun. A maximum donation of $10,000 will be made to the Melanoma Research Alliance Foundation ($1,000 per day). Open to legal residents of the U.S. & D.C. 18+. Void where prohibited. Subject to Terms & Conditions, available here [http://www.lorealparisusa.com/SublimeSunPledge]. Offered by L'Oreal USA, Inc. This Program is in no way sponsored, endorsed or administered by, or associated with Twitter.