

CONTEST RULES

XLASH #LONGLIVELASHES CAMPAIGN

1. Contest

Xlash Cosmetics #longlivelashes Contest (the "Contest") provided by Beauty Generations AB (the "Sponsor"), 559150-3270, BOX 147, SE-11173.

2. Entry period

Entries will open at 7:01 pm on October 22, 2020 and end at 6:59 pm on November 30, 2020 (the "Entry Period"), after which time the Contest will be closed and no further entries shall be accepted.

3. Winner(s)

Three (3) winners. Winner selection to start immediately after the close of the Entry Period and winners to be notified by December 1, 2020.

4. Prize(s)

One (1) prize per winner consisting of the following (the "Prize"):

The opportunity to sign a one (1) month influencer agreement for 5.000 SEK excluding VATs, which will include;

- participating in the #longlivelashes Mash Up (the "Campaign Video") and having the Contest entry being highlighted in the Sponsors social media channels.
- Gift card worth 1.000 SEK including VATs, redeemable on xlash.se

5. How to enter

During the Entry Period, open the Instagram and/or TikTok app on your device and:

- follow @xlashscandinavia;
- Get your lash game on, create and upload a public video showing off your moves to the #longlivelashes choreography and Don't Look Back (XLASH) track by Rebecca & Fiona; and
- tag the video with @xlashscandinavia, #longlivelashes and #contest.

Entries may range from creating your own take on the choreography, showing off your favorite Xlash Cosmetics products, showcasing long lashes or eyebrows on fleek; or something else that inspires and empowers you in regards to the Xlash brand.

There is no limit on the number of times you can enter the Contest. The Contest requires the demonstration of certain skills as outlined in these Official Rules.

6. Eligible participants

The Contest is open to:

- all legal European residents who are eighteen (18) years or older as of the date of entry; and
- all legal residents of the United Kingdom who are eighteen (18) years or older as of the date of entry.

7. Selection of winner(s)

Sponsor (or its designee or representative) will select three (3) potential winners of the Prize from among all entries received during the Entry Period.

At the end of the Entry Period, all eligible entries received during the Entry Period will be judged by qualified judges selected by Sponsor in its sole discretion (the “Judges”). The Judges will score each entry according to the following weighted criteria:

- “Relevance to the Xlash Cosmetics brand”: 40%;
- “Creativity of the entry”: 40%; and
- “Video quality”: 20%.

All these factors determine the entry’s overall “Score”. The three (3) entrants whose entries receive the highest Scores will be named the winners, pending verification of eligibility. If a winner is found to be ineligible, he/she will be disqualified, and the entrant whose entry has the next-highest Score will be named the winner. The Judges’ and Sponsor’s decisions shall be final and binding in all matters pertaining to the judging and selection of the winner.

8. Verification of winners

Potential winners will receive notification via email or direct message on TikTok or Instagram. Each potential winner will have twenty-four (24) hours to respond to notification before forfeiting his or her place as a winner. A potential winner becomes an official winner only after verification of eligibility by Sponsor.

9. Additional terms

The Sponsors General Terms and Conditions for Contests contain important additional information. You are encouraged to read the General Terms and Conditions for Promotions in connection with these Contest Rules. All taxes on Prizes are the responsibility of the winners.