

**THIS CONTEST IS OPEN TO CANADIAN RESIDENTS (EXCLUDING QUEBEC) ONLY  
AND IS GOVERNED BY CANADIAN LAW**

**1. CONTEST PERIOD:**

The Schick® Intuition® Effect Contest (the “Contest”) registration period begins on **June 21, 2017** at 6:00:00 AM Eastern Daylight Time (EDT) and ends on **June 28, 2017** at 10:00:00 AM Eastern Daylight Time (EDT) or once fifty (50) eligible Registrations (defined below) have been received, whichever occurs first (the “Registration Period”). The Contest review period begins on **July 1, 2017** at **2:00:00 PM Eastern Daylight Time (EDT)** and ends on **July 12, 2017** at **2:00:00 PM Eastern Daylight Time (EDT)** (the “Review Period”). Collectively, the Registration Period and Review Period will be referred to as the “Contest Period”.

**2. ELIGIBILITY:**

The Contest is open to residents of Canada (excluding Quebec) who have reached the legal age of majority in their province/territory of residence at the time of entry, except employees, representatives or agents (and those with whom such persons are living, whether related or not) of **Winter Marketing Inc.** (the “Sponsor”), Edgewell Personal Care Canada, ULC. (the “Prize Supplier”), their respective parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any other entity involved in the development, production, administration, or fulfillment of the Contest (collectively, the “Contest Parties”). IMPORTANT NOTE: The Prize Supplier is merely supplying the prizes and is in no way responsible for the administration, execution or fulfillment of the Contest. If you have any questions or complaints regarding the Contest, please contact the Sponsor.

**3. HOW TO REGISTER:**

NO PURCHASE NECESSARY. To register, go to <http://www.5minutesformom.com/128568/schick-intuition/> (the “Blogger Website”) and follow the Sponsor’s instructions to register for the Contest during the Registration Period, including providing all required registration information (including without limitation your name, email address, full mailing address and telephone number) (a “Registration”). By submitting a Registration, you agree to be legally bound by these Official Contest Rules (the “Rules”).

Each entrant (up to a maximum of 50) who successfully registers for the Contest in accordance with these Rules (as determined by the Sponsor in its sole and absolute discretion) will receive a free Schick® Intuition® razor (approximate retail value = \$14.49 CAD).

**4. HOW TO ENTER:**

NO PURCHASE NECESSARY. After you have received a free Schick® Intuition® razor in accordance with Section 3, visit <http://www.5minutesformom.com/128568/schick-intuition/> and post comment on that blog post with your honest review (a “Review”) regarding your experience with the product along with your *Intuition Effect* story (and ensure it includes the following message near the beginning of the post: *#gotitfree in exchange for my honest feedback on the product, which is also a contest entry*) during the Review Period. In order to be eligible, your Review must comply with the Review Requirements stated below. After you have posted a Review, send an email to [mailto:info@5minutesformom.com?subject=Review\\_Report\\_Email](mailto:info@5minutesformom.com?subject=Review_Report_Email) that includes your name, email address, full mailing address, telephone number and proof of your review (screenshot of review/confirmation email) (and any further information that is required to allow the Sponsor to attribute your Review to you) before the end of the Review Period (collectively, a “Review Report Email”). If the Sponsor deems that you have sent a Review Report Email and have posted a Review that complies with these Rules (including without limitation the Review Requirements) (as determined by the Sponsor in its sole and absolute discretion), you will receive one (1) entry (an “Entry”) into the draw (see Section 7 below for details).

REVIEW REQUIREMENTS: By submitting a Review, each entrant warrants and represents that his/her Review:

- i. includes the following message near the beginning of the post: *#gotitfree in exchange for my honest feedback on the product, which is also a contest entry.*

- ii. represents his/her honest and truthful opinion of, and experience with, the Schick® Intuition® product;
- iii. is original to him/her and that the entrant has all necessary rights in and to the Review to enter the Contest;
- iv. does not violate any law, statute, ordinance or regulation;
- v. does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence;
- vi. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever; and
- vii. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following:
  - Nudity;
  - Explicit, graphic or excessive sexual activity;
  - Crude, vulgar or offensive language and/or symbols;
  - Derogatory characterizations of any ethnic, racial, sexual or religious groups;
  - Content that endorses, condones or discusses any illegal, inappropriate or risky activity, behaviour or conduct;
  - Personal information of individuals, including without limitation, names and addresses (physical or e-mail);
  - Conduct or other activities in violation of these Rules;
  - Commercial solicitations for products or services;
  - Any identifiable third party products and/or trade-marks, brands or logos (other than Schick® Intuition®); and
  - Any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor and/or the Contest Parties in their sole discretion.

By entering the Contest and submitting the Review, each entrant agrees to release and indemnify the Released Parties (defined below) against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other cause of action that relates in any way to his/her Review or participation in this Contest. The Sponsor reserves the right, in its sole and absolute discretion, to disqualify any Review, if it is deemed not to comply with these Rules (including without limitation the foregoing Review Requirements).

## 5. LIMITS AND VERIFICATION

There is a limit of one (1) Entry per person/email address during the Contest Period. There is also a limit of one (1) entry per person/email address in any similar contest in the Schick® Intuition® Effect Contest. By entering this Schick® Intuition® Effect Contest via 5MinutesForMom.com entrants are ineligible to participate in another contest in the Schick Intuition Effect Contest as may be determined by Sponsor and/or Prize Supplier. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) exceed any of the limits stated in these Rules; and/or (ii) use multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. Your Review may be rejected if (in the sole and absolute discretion of the Sponsor) it is not fully completed with all required information or if your Review Report Email is not submitted and received in accordance with these Rules before the end of the Review Period. The Released Parties (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Registrations, Reviews or Review Report Emails (all of which are void).

All Registrations, Reviews, Review Report Emails, any other Contest-related information (collectively, “**Contest-related Information**”) and entrants are subject to verification at any time and for any reason. The Sponsor reserves

the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Contest-related Information submitted (or purportedly submitted) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the Contest server machine(s).

#### **6. THE PRIZES AND APPROXIMATE RETAIL VALUE:**

There will be one (1) prize (the “**Prize**”) available to be won consisting of a \$100 CAD gift card (subject to the terms and conditions of the issuer). The Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Prize or a component thereof with a prize of equal or greater retail value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award. All characteristics and features of the Prize, except as otherwise explicitly described above, shall be selected by the Sponsor in its sole and absolute discretion.

#### **7. PRIZE WINNER SELECTION PROCESS:**

On **July 12, 2017** (the “**Draw Date**”) in **Toronto, ON** at **2:00:00 PM Eastern Daylight Time (EDT)** one (1) eligible entrant will be selected by random draw from among all eligible Entries received in accordance with these Rules during the Contest Period. The odds of winning depend on the number of eligible Entries received in accordance with these Rules during the Contest Period (but will be no worse than 1 in 50).

#### **8. WINNER NOTIFICATION PROCESS:**

The Sponsor or its designated representative will make a minimum of **two** attempts to contact the potential Prize winner (using email) within **2** business days of the end of the Contest Period. If the potential Prize winner cannot be contacted within such time, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such newly selected entrant).

#### **9. WINNER CONFIRMATION PROCESS:**

BEFORE BEING DECLARED THE CONFIRMED PRIZE WINNER, the potential Prize winner: a) may, upon the Sponsor's request (as determined by the Sponsor in its sole and absolute discretion), be required to sign and return the Sponsor's form of declaration and release following the Sponsor's instructions; and b) will be required to correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release). By accepting the Prize, the confirmed winner: (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Contest Parties and each of their respective officers, directors, employees, agents, representatives, successors and assigns (collectively, the “**Released Parties**”) from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet; and (v) agrees that, in the event the confirmed winner provides any other type (i.e. other than the Review) of testimonial, endorsement, review or other type of representation regarding his/her experience with the Prize, such representation will include

the following message near the beginning of the post : *I got this product free in exchange for my honest feedback on the product, which is also a contest entry*). If the selected entrant: (a) fails to correctly answer the skill-testing question; (b) fails, upon the Sponsor's request, to return the properly executed Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such newly selected entrant).

#### **10. GENERAL CONDITIONS:**

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Contest-related Information and/or entrants. By participating in this Contest, you are agreeing to be legally bound by the terms and conditions of these Rules. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Released Parties will not be liable for: (i) any failure of the Blogger Website during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Contest-related Information or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above.

The Sponsor reserves the right, at its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor, at its sole and absolute discretion, reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the foregoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law. In no event will the Sponsor be liable for more than the one (1) Prize as stated in these Rules.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using his/her Contest-related Information for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <http://www.5minutesformom.com/terms-and-conditions-of-website-use/>.) This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

The Sponsor reserves the right, at its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Review with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Blogger Website and/or point of sale, television, print or online advertising; the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.