

**MIZANI Hair Care and Styling SWEEPSTAKES
OFFICIAL RULES**

1) NO PURCHASE NECESSARY TO ENTER OR RECEIVE A PRIZE. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

2) ELIGIBILITY: Sweepstakes open to legal residents of the fifty (50) United States and the District of Columbia, aged 18 years or older. Employees of Sponsor and its parent companies, subsidiaries, affiliates, divisions, advertising and promotion, fulfillment and/or judging agencies, retailers and retail personnel (“Related Entities”), and their immediate families and household members (whether related or not) are not eligible.

3) SPONSOR: Mizani, Professional Products Division of L’Oréal USA, Inc., 575 Fifth Avenue, New York, NY 10017 [“SPONSOR”].

4) HERE’S HOW TO ENTER: This Sweepstakes begins at 12:00:00 AM Eastern Time (“ET”) on October 15, 2008 and ends at 11:59:59 PM ET on November 1, 2008. To enter, click through to the Mizani sweepstakes details and entry page Mizaniwww.mizani-usa.com/ from the link on the Dermablend email sent on October 15, 2008. Fill in entry information on the sweepstakes registration page to enter into the contest. Entry is free and you can cancel your membership at any time. All entries must be received by 11:59:59 PM ET on October 31, 2008. Limit one entry per person/e-mail address. Multiple or duplicate entries received will be disqualified. Entries are the property of the Sponsor and will not be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, or otherwise misdirected entries that are processed late or incorrectly or are lost due to computer or electronic malfunction or other error.

5) WINNER SELECTION/RANDOM DRAWING: One (1) Grand Prize Winner will be selected in a random drawing from among all eligible entries received. The random drawing will be conducted on or about November 3, 2008 by Sponsor under the supervision of an independent judging organization whose decisions on all matters relating to this Sweepstakes are final and binding in all respects pertaining to this Sweepstakes. Odds of winning a Prize will depend on the number of eligible entries received.

6) PRIZE AND ITS APPROXIMATE RETAIL VALUE (“ARV”): One (1) Grand Prize: A haircare and styling retail package of Mizani products. ARV of the Grand Prize is \$500.00. Prize is non-transferable. No substitutions (except by Sponsor) or cash redemptions. Sponsor reserves the right to substitute a prize of equal or greater value if the stated prize is unavailable for any reason.

7) CLAIMING PRIZE/RELEASES: Potential Prize Winner will be notified by e-mail on or about November 7, 2008. If a Winner notification is returned as undeliverable, the Potential Prize Winner is ineligible, or the Potential Prize Winner declines a prize, the prize will be forfeited and an alternate winner will be selected in a random drawing from among all remaining eligible entries. Potential Prize Winner must execute and return Winner Verification and Publicity Release Form (unless prohibited by law), to Sponsor within fourteen (14) business days of notification. In the event a Prize is won by a minor, that prize will be awarded to minor’s parent or legal guardian who must sign and return all required documents. A selected potential Prize Winner will not be an Official Prize Winner until

his/her Winner Verification, Liability and Publicity Release Agreement (the "Release") have been returned, and eligibility has been formally verified by the Sponsor. If the selected potential Prize Winner fails to comply with the Official Rules and/or to submit required documentation within the designated period, such Prize Winner will be disqualified and an alternate Potential Prize Winner will be selected in a random drawing from among all remaining eligible entries. Eligibility, age, and claims made by a prize winner are subject to verification. Sponsor is not responsible for fraudulent calls made to entrants not by the Sponsor.

8) ANTI-DIVERSION POLICY: By accepting the Grand Prize, potential prize winner acknowledges and agrees that it is being awarded solely for his/her personal use, that it is not transferable and that resale of the prize (or any components thereof) is strictly prohibited. Entrants acknowledge that Mizani follows a very strict policy against "diversion" of its products outside the channels of trade that it authorizes. Mizani can only ensure the authenticity of those of its products sold in authorized salons or distributors. Mizani products found for sale outside of these two authorized channels are considered to be "diverted." A selected potential Prize Winner will not be an Official Prize Winner until he/she has signed and returned a Release in which he/she agrees to abide by Mizani's diversion policy. Exclusive product coding is used to track the movement of Kérastase products. This is the method for tracing products to diverters. Any violation of this clause will constitute a breach of winner's Release agreement with Mizani and winner will forfeit the prize. If for any reason a potential winner cannot abide by this condition, he/she should refuse to accept the prize.

9) GENERAL: SWEEPSTAKES SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS. VOID OUTSIDE THE U.S. AND WHERE PROHIBITED BY LAW. By entering this Sweepstakes entrants and Prize Winners: (1) agree to be bound by these rules; (2) agree to release Sponsor and its Related Entities from any and all liability for any loss, harm, damages, costs or expenses, including without limitation property damages, personal injury and/or death arising out of participating in this Sweepstakes, or the acceptance, possession, use or misuse of any prize and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery; and (3) each Prize Winner consents to the use of his/her name, voice, picture and likeness for advertising and promotional purposes in any medium throughout the world in perpetuity without additional compensation unless prohibited by law. Entrants acknowledge that the stated parties have neither made nor are responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any Prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules (whether of the State of New York, or any jurisdiction other than the State of New York). In addition, any dispute relating to the sweepstakes (including these Official Rules) shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in the City and County of New York. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction they may have.

10) INTERNET: If for any reason this Sweepstakes is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes, at which time, Sponsor will conduct a random drawing from among all eligible entries received at the time of the Sweepstakes termination. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Sponsor due to technical problems, human error or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity or eligibility of a winner based on an e-mail address, the winning entry will be declared made by the "Authorized Account Holder" of the e-mail address submitted at time of entry. "Authorized Account Holder" is defined as the natural person 18 years of age or older who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization (e.g., business, education institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Use of automated devices is not valid for entry.

11) USE OF INFORMATION: The information that you provide in connection with the Sweepstakes may be used for Sponsors internal purposes and to send you information about Sponsors products but will not be provided to third parties, except as necessary for the administration of the Sweepstakes or as required by law or legal process. Any entrant who does not wish Sponsor to send information to the entrant about its products may send an email to the address listed in the privacy policy posted on Sponsors website.

12) WINNERS LIST: To receive the name of the Winner, (available after December 1, 2008) or a copy of the Official Rules, send a self-addressed, stamped #10 envelope to be received by December 21, 2008 to: MIZANI Haircare and Styling Offer, 575 Fifth Avenue, 9th Floor, New York, NY 10017. Please specify "Official Rules" or "Winners List". Do not send Sweepstakes entries to this address.