

NEUTROGENA® - TATE MCRAE MISS POSSESSIVE CONTEST RULES

THE **NEUTROGENA® - TATE MCRAE MISS POSSESSIVE** CONTEST (THE "**CONTEST**") IS INTENDED TO BE CONDUCTED IN CANADA ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY TO PARTICIPATE OR WIN. PARTICIPANTS MUST BE OF THE AGE OF MAJORITY IN THEIR PROVINCE OR TERRITORY OF RESIDENCE OR OLDER AT THE TIME OF ENTRY. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE "**CONTEST RULES**").

1. ELIGIBILITY. To be eligible for this Contest, an individual must:

- (a) be a legal resident of Canada;
- (b) be of the age of majority in his/her province or territory of residence or older at the time of entry; and
- (c) agree to comply with the Contest Rules.

Employees, representatives, officers, directors or agents of **Kenvue Canada Inc.** (the "**Sponsor**"), or any of its affiliates, subsidiaries, related companies, advertising and promotional agencies, including 55 Rush Inc. (the "**Administrator**") (the "**Contest Parties**"), Live Nation Canada Inc., and the household members of any of the above, whether related or not, are not eligible to participate in the Contest.

The Sponsor and/or the Administrator shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification, in the sole and absolute discretion of the Sponsor. All personal and other information requested by and supplied to the Sponsor and Administrator for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsor and/or Administrator reserves the right, in its sole discretion, to disqualify any entrant should such an entrant at any stage (i) supply untruthful, incomplete, inaccurate or misleading personal details and/or information; or (ii) fail to strictly adhere to these Contest Rules.

2. CONTEST PERIOD.

The Contest begins at 12:00:01 a.m. Eastern Daylight Time ("**EDT**") on Tuesday, July 15, 2025, and ends at 11:59:59 p.m. EDT on Sunday, August 17, 2025, (the "**Contest Period**") after which time the Contest will be closed and no further entries shall be accepted.

The Contest is divided into multiple Entry Periods as outlined below. For the purposes of these Contest Rules, an Entry Period means the time period starting from the beginning of the Contest Period (July 10, 2025) until the respective end date specified for that Entry Period in the table below. Each Entry Period corresponds to a Prize, and all eligible entries received from the start of the Contest Period until the close of each respective Entry Period will be included in the applicable prize draw dates as outlined in Section 5(a) of these Contest Rules. Entries are cumulative; entries received during an earlier Entry Period remain eligible for subsequent draws.

The Entry Periods are as follows:

Entry Period	Start Date	End Date (11:59:59 p.m. ET)	Prize Associated
Entry Period 1	July 10, 2025	July 28, 2025	Vancouver Show
Entry Period 2	July 10, 2025	August 11, 2025	Toronto Show
Entry Period 3	July 10, 2025	August 17, 2025	Montreal Show

3. HOW TO ENTER.

(a) **NO PURCHASE NECESSARY.** Enter using the method outlined below. No entries will be accepted by any other means.

(b) Complete one of the following:

i. During the Contest Period, visit careclubcontest.ca/neutrogena (the “**Contest Website**”) and:

1. Complete the entry form with your first and last name, telephone number, a valid email address, and select one (1) of the preferred Shows (as defined below) that the Entrant could potentially attend if selected as a Winner. All eligible entries received from the start of the Contest Period until the close of each respective Entry Period will be included in the prize draw for that Entry Period.
2. Upload/submit a receipt (physical or digital) evidencing purchases made during the Entry Period containing at least one (1) Neutrogena® Hydro Boost Gel Cream; and
3. Sign up to become a member of the Sponsor’s “Care Club Canada” program (the “Program”) before the end of the Entry Period, by following instructions in the Contest Website.

By signing up to the Program, subscribers agree to receive newsletters, special offers and other promotional emails across the Kenvue brands (“Communications”) from the Sponsor (Kenvue Canada Inc., 88 McNabb Street, Markham, ON L3R 5L2, 1-800-265-7323.) Subscribers may opt-out from receiving these Communications at any time. For more information, please refer to the Kenvue Privacy Policy available at <https://www.kenvue.com/privacy-policy/canada/en>. Should subscribers choose to opt-out during the Contest Period, the Contest Entry will continue to be valid as long as it meets all other criteria required by these Contest Rules. If subscribers have previously opted-out from Communications from Sponsor, to enter the Contest you will have to opt-in to Communications from Sponsor during the

Contest Period to be re-added to Sponsor's email list.

Appropriately completing the three (3) requirements mentioned above will be considered as a "**Submission**". An individual can submit different valid receipts to complete a Submission up to the limited number of entries established in these Contest Rules;

OR

- ii. During the Contest Period, submit a free Alternate Method of Entry ("**AMOE**") by mailing to the Administrator 55 Rush Inc., "**NEUTROGENA® - TATE MCRAE MISS POSSESSIVE**" to 300-174 Spadina Avenue, Toronto, ON, Canada M5T2C2: (i) an essay of minimum fifty (50) words on why would the entrant be excited to attend one of the Events (as defined below), and (ii) the entrant contact information, including first and last name, daytime telephone number, a valid email address, your preferred show and your physical address and postal code. An individual can submit different AMOEs to complete an entry up to the limited number of entries established in these Contest Rules, provided each AMOE is in a separately stamped envelope, and includes a unique essay. AMOE entries must be postmarked during the Contest Period, and must be received within the applicable Entry Period outlined in Section 2 above to be eligible.

Entries through either method of entry, Submission or AMOE, shall be referred to as "**Entry(ies)**". The Entries will be received, reviewed and processed by the Administrator.

- (c) To be eligible, all content and materials associated with your Entry (collectively, your "**Entry Materials**") must: (i) be submitted and received in accordance with these Contest Rules within the applicable Entry Period ; (ii) satisfy all Entry requirements; (iii) be in accordance with these Contest Rules (all as determined by Sponsor and/or Administrator in its sole and absolute discretion).
- (d) Limit of five (5) Entries per person, regardless of method of entry.
- (e) If it is discovered by the Sponsor and/or the Administrator (using any evidence or other information made available to or otherwise discovered by the Sponsor and/or the Administrator) that any person has attempted to: (i) obtain more than five (5) Entries; and/or (ii) use multiple names, multiple identities, multiple email addresses, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor's and/or Administrator's interpretation of the letter and spirit of these Contest Rules to enter or otherwise participate in or to disrupt this Contest; then they may be disqualified from the Contest in the sole and absolute discretion of the Sponsor and/or the Administrator (and, if disqualified, will have their Entry(ies) deemed null and void).
- (f) The Contest Parties, Live Nation Canada Inc., and each of their respective agents, employees, directors, officers, representatives, successors, and assigns are not responsible for, and accept no liability whatsoever in relation to, any late,

lost, misdirected, delayed, incomplete or incompatible Entries and/or other information (all of which is void).

- (g) Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled, or mechanically or electronically reproduced. No communication or correspondence will be exchanged with entrants except with those selected for a Prize.
- (h) Entries received online shall be deemed to be submitted by the authorized account holder of the email address associated with the Entry. For the purpose of the Contest Rules, “authorized account holder” of an email address is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address. Each selected entrant may be required to provide the Sponsor with proof that the selected entrant is the authorized account holder of the email address associated with the winning Entry.

4. PRIZES

- (a) There are three (3) prizes (each a **“Prize”**) available to be won during the Contest Period by a winner (**“Winner”**), each consisting of two (2) tickets (one ticket for each of the Winner and their guest) for any of the Tate McRae’s shows (the **“Show(s)”**) as follows:
 - i. Two (2) tickets to the Tate McRae’s concert to be held in Vancouver, BC, on August 5, 2025 (the **“Vancouver Show”**) - seating locations and levels, if applicable, as determined by the Sponsor in its sole discretion (the **“Vancouver Prize”**);
 - ii. Two (2) tickets to the Tate McRae’s concert to be held in Toronto, ON, on August 19 or August 20, 2025 (the **“Toronto Show”**) – date of the show and seating locations and levels, if applicable, as determined by the Sponsor in its sole discretion (the **“Toronto Prize”**); and
 - iii. Two (2) tickets to the Tate McRae concert to be held in Montreal, QC, on August 24, 2025 (the **“Montreal Show”**) - seating locations and levels, if applicable, as determined by the Sponsor in its sole discretion (the **“Montreal Prize”**).
- (b) Each Winner will receive only one (1) Prize.
- (c) Three (3) Prizes are available to be won during the Contest Period, all of which amount to a total value of One thousand eight hundred CANADIAN DOLLARS (\$1,800 CAD), and each Prize has a total approximate value (as of July 3, 2025) of:
 - i. The Vancouver Prize is \$600 CAD;
 - ii. The Toronto Prize is \$600 CAD and
 - iii. The Montreal Prize is \$600 CAD.

- (d) Without limiting the generality of the foregoing, the following general conditions apply to the Prize: Prize must be accepted as awarded and is not transferable or convertible to cash (no substitutions except at Sponsor's option). Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Prize or any component thereof; (b) substitute the Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; and (c) resale of the Prizes (concert tickets) is prohibited.
- (e) The Winner and, if applicable, their guest will be responsible for any required or incurred accommodation, ground transportation, tips, gratuities, meals, entertainment, merchandise, souvenirs, local and long distance telephone calls, taxes, hotel services if applicable, medical, baggage and cancellation insurance, additional spending money, personal expenses, and incidentals, if they need to travel to any of the cities where the Shows are going to take place to attend the Shows. No responsibility is assumed by the Sponsor for cancelled, delayed, suspended or rescheduled travel for any reason. If the Winner is unable to participate in the Event, the Prize will be forfeited in its entirety. The Winner and, if applicable, their guest must abide by all venue policies and Event ticket terms and conditions, failing which they may be ejected from the venue and no compensation will be provided. The Sponsor reserves the right to revoke the full or partial prize from the Winner and/or, if applicable, their travel guest who the Sponsor, Live Nation Canada Inc., or the venue personnel deem, in their sole discretion may be intoxicated, be a safety risk, have violated any venue policy or law, or who may bring the Releasees (defined below) into disrepute. All decisions of the Sponsor in this regard will be final and binding without right of appeal.
- (f) The Sponsor shall not assume any liability for lost, damaged or misdirected Prizes.

5. WINNER SELECTION.

Three (3) Winners shall be selected as follows:

- (a) On the draw dates outlined below (each a "**Prize Draw Date**") in Toronto, Ontario, one (1) entrant will be selected by a random draw made by the Administrator from all eligible entries received in accordance with these Contest Rules for the Prize outlined below:

(b) Prize	(c) Prize Draw Date (Approximately 12:10PM EDT)
(d) Vancouver Show	(e) July 29, 2025
(f) Toronto Show	(g) August 12, 2025
(h) Montreal Show	(i) August 18, 2025

(j)

. The odds of being selected as a potential Winner are dependent upon the number of eligible Entries received by the Administrator per each Show during each Entry Period . Before being declared a Winner, the selected entrant shall be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered during a pre-arranged telephone call or by email (at the discretion of the Sponsor and/or the Administrator), to comply with the Contest Rules and sign and return the Sponsor's form of Release (described below). The Sponsor and/or the Administrator may, in their sole discretion, provide an alternate skill-testing question or vary the requirements to perform any skill-testing component of the Contest to accommodate and include the participation of entrants with physical or cognitive disabilities.

- (k) **EACH SELECTED ENTRANT WILL BE NOTIFIED WITHIN APPROXIMATELY TWO (2) BUSINESS DAYS FOLLOWING THE PRIZE DRAW DATE AND MUST RESPOND WITHIN TWO (2) DAYS OF NOTIFICATION AS INSTRUCTED IN THE NOTIFICATION.** The selected entrant will be contacted by the Administrator by email to the email address provided in the Entry, or by other means of communication available to the Sponsor and/or the Administrator at their discretion (the "**Notification**"). Each selected entrant is solely responsible for monitoring his/her email for such Notification. Upon Notification, the selected entrant must respond as provided in the Notification to the Notification, and the selected entrant's response must be received by the Sponsor and/or the Administrator within **TWO (2) days**. If the selected entrant does not respond in accordance with the Contest Rules, they fail to comply with the terms of these official Contest Rules or voluntarily withdraw from the Contest, they will be disqualified and will not receive a Prize and another entrant may be selected, time permitting and in the Sponsor's and/or the Administrator's sole discretion, (in which case the forgoing provisions of this section shall apply to such new selected entrant). Neither the Sponsor nor the Administrator are not responsible for the failure for any reason whatsoever of a selected entrant to receive Notification or for the Sponsor or the Administrator to receive a selected entrant's response.
- (l) If, as a result of an error relating to the Entry process, drawing or any other aspect of the Contest, there are more selected entrants than contemplated in these Contest Rules, there will be a random draw amongst all eligible Prize claimants after the Contest's closing date to award the correct number of Prizes as stated in these Contest Rules.

6. **RELEASE.** Winners will be required to execute the Sponsor's form of release agreement ("**Release**") that among other things, confirms Winner's: (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of the Prize as offered; (iii) release of the Sponsor, Live Nation Canada Inc., and each of their respective parent companies, subsidiaries, affiliates and/or related companies and each of their respective employees, directors, officers, suppliers, agents, sponsors, administrators, licensees, representatives, advertising, media buying and promotional agencies (collectively, the "**Releasees**") from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grant to the Sponsor and/or

Administrator the unrestricted right, in the Sponsor's and/or Administrator's collective or individual discretion, to produce, reproduce, publish, reproduce, convert, broadcast, communicate by telecommunication, exhibit, distribute, translate, adapt and otherwise use and re-use the Winner's name, photograph, likeness, voice and biography in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof. The Winner's guest (or if a minor their parent/legal guardian) must also execute and return the Sponsor's form of release within the timeline designated by the Sponsor. The executed Releases must be returned within two (2) days of notification or the selected entrant and their guest will be disqualified and the Prize forfeited (in which case another entrant may be selected, time permitting and in the Sponsor's and/or Administrator's sole discretion, (and in which case the forgoing provisions of this section shall apply to such new selected entrant)).

7. **INDEMNIFICATION BY ENTRANTS.** By entering the Contest, each entrant releases and holds Releasees harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Contest Rules, or in any Prize-related activity. The entrant agrees to fully indemnify Releasees from any and all claims by third parties relating to the Contest, without limitation.
8. **LIMITATION OF LIABILITY.** The Contest Parties assume no responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected, or incomplete entries, notifications, responses, replies or any Release, or for any computer, online, software, telephone, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an Entry. The Contest Parties are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest. The Contest Parties assume 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 Contest Parties are not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing or otherwise. The Contest Parties are not responsible for any injury or damage to entrant or to any computer related to or resulting from participating or downloading materials in this Contest. Entrant assumes liability for injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use/misuse of, or failure to receive any Prize. The Contest Parties assume no responsibility or liability if the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Contest Parties, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest or any associated website.
9. **CONDUCT.** ANYONE DEEMED BY THE CONTEST PARTIES TO BE IN VIOLATION OF THE CONTEST PARTIES' INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE CONTEST RULES FOR ANY REASON IS SUBJECT TO

DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST PARTIES AT ANY TIME. By participating in the Contest, each entrant agrees to be bound by these Contest Rules. Entrant further agrees to be bound by the decisions of the Contest Parties, which shall be final and binding in all respects. The Contest Parties reserve the right, in its sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the Entry process or the operation of the Contest or any associated website; (c) violating the terms of service, conditions of use and/or general rules or guidelines of any online Contest Parties property or service; and/or (d) acting in an unsportsmanlike or disruptive manner, or with intent (or effect) to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST PARTIES' WEBPAGES, THE CONTEST WEBSITE AND/OR ANY RELATED WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST PARTIES RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.

10. **PRIVACY / USE OF PERSONAL INFORMATION.** Any information provided by the entrant to the Contest Website is collected by the Administrator and governed by the Sponsor's Privacy Policy, which can be found at <https://www.kenvue.com/privacy-policy/canada/en>. By entering the Contest, an entrant grants the Sponsor, the Administrator, and their respective affiliates the right to use the information provided by the entrant for the purposes of administering the Contest and in any publicity and promotions related to the Contest. Entrant's personal information will be used by the Sponsor, the Administrator and their third-party service providers inside and outside Quebec and Canada. By entering the Contest, entrant consents to the transfer of their data to jurisdictions outside their province and/or country of residence, which may have different data protection rules governing their personal information. If an entrant opts-in to receive promotional emails from the Sponsor, the Sponsor may use the information provided to contact the entrant to provide marketing communications. Entrant may unsubscribe from receiving these communications at any time by clicking the link in any email sent by the Sponsor. If an entrant opts-in to the use of their personal information for personalized advertising by the Sponsor, the Sponsor may use the information provided to deliver ads to entrant about relevant products, programs and services across websites and devices. Entrant may withdraw their consent to this use at any time by following the instructions in the Sponsor's Privacy Policy.
11. **INTELLECTUAL PROPERTY.** All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Sponsor, NHL/NHLPA Entities, their affiliates, and/or their licensors, as applicable. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.
12. **TERMINATION AND CHANGES.** Sponsor reserves the right, in its sole discretion, to withdraw, amend, suspend, or terminate the Contest, in whole or in part, and/or modify, amend, or suspend the Contest, and/or the Contest Rules in any way, at any time, for any reason without prior notice. Without limiting the foregoing, the Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other mechanics stipulated in these Contest Rules, to the extent deemed necessary by

the Sponsor, for purposes of verifying compliance by any entrant and/or other information with these Contest Rules, or as a result of any 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 Contest Rules, or for any other reason.

13. **LAW.** These are the official Contest Rules. The Contest is subject to applicable federal, provincial, and municipal laws and regulations. The Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor. For entrants that are not residents of Quebec, all issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.
14. **LANGUAGE DISCREPANCY.** In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest Entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern, and control.
15. **GENERAL.** The invalidity or unenforceability of any provision of these Contest Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Contest Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein. To the fullest extent permitted by applicable law, for individuals who are not residents of Quebec, all issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules or the rights and obligations of participants, Sponsor or any of the other the Releasees in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The Sponsor, and participants who are not residents of Quebec hereby consent to exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Contest Rules or relating to this Contest.