



DELUX MAGAZINE BEAUTY MAKEOVER OFFICIAL CONTEST RULES
THERE IS NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

1. The Love Me Natural Contest (hereinafter “Contest”) is open to legal residents of Missouri who are at least twenty-five (25) years old at the time of entry. Employees of DELUX Magazine and other companies associated with the promotion of this Contest, and their respective parents, subsidiaries, affiliates and advertising promotion agencies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to participate. The Contest is subject to federal, state, and local laws and regulations.

2. Sponsors. The Love Me Natural Contest is sponsored by the following:

- (a) Delux Magazine. (hereinafter “AY Magazine”)
- (b) Designer Essentials
- (c) L.A.C.E
- (d) Akilay Naturals
- (e) Christopher Stevens
- (f) The Lash Loft
- (g) Rib Shack
- (h) Sinita Wells
- (i) Steven Lacey Personal Fitness
- (j) Honey’s Child Boutique
- (k) Dentist, Cosmetic Surgeon TBD

These businesses are hereinafter referred to Sponsors.

3. Agreement to Official Rules. Participation in the Love Me Natural Contest constitutes entrant’s full and unconditional agreement to and acceptance of these Contest Rules and the decisions of DELUX Magazine which shall be at all times final and binding. Winning the Prizes as hereinafter defined, are contingent on being compliant with these Contest Rules and fulfilling all other requirements set forth herein.

4. Contest. The contest begins on or about the 1st day of January, 2013 at 9 am and ends on or about the 31st day of March, 2013 (the “Contest”). Submissions can be accepted via email to LoveMeNatural@delux-mag.com.

5. How to Enter/How the Winner is Chosen. From the eligible entries submitted, a panel of judges consisting of staff members from DELUX Magazine, and the Sponsors who, in their 2 sole and absolute discretion, will consider all submissions and determine the finalists based on which individuals who are in need of the makeover the most and have the greatest potential for



change after the makeover. The finalists will be selected on or about **April 1, 2013**.

6. Prizes. The winner will receive a “Ultimate Makeover” which could consist of the following: (based upon winners needs and professional evaluation)

(a) Natural Hair Transformation provided by Daisha of Christopher Stevens Salon.

(b) Natural Hair Products provided by LACE Natural, Akilay Naturals, Designer Essentials,.

(c) Wardrobe provided by Honey’s Child Boutique.

(d) Exercise workouts directed by Steven Lacey.

(e) Cosmetic Dental work performed TBD.

(f) Cosmetic noninvasive skin care by TBD.

(g) Skin Care products provided by Lucky Lucy Body Desserts.

7. General Conditions DELUX Magazine may suspend or discontinue the Contest for any reason or no reason whatsoever. DELUX Magazine reserves the right in its sole discretion to disqualify any individual. Failure by DELUX Magazine to enforce any provision of this Contest Rules shall not constitute a waiver of that provision.

8. Lease and Limitations of Liability. By participating in this Love Me Natural Makeover Contest, entrant agrees to release and hold harmless DELUX Magazine and each of the Sponsors associated with the Contest and DELUX’s and the Sponsor’s respective officers, directors, employees, shareholders, representatives, and agents (the “Released Parties”) from any and all claim or cause of action rising out of participation in the Contest or receipt or use of the prize.

Entrant waives any and all rights to claims for damages whatsoever included but not limited to punitive, consequential, direct or indirect damages, and all attorney’s fees.

9. Disputes. Each entrant agrees that any and all disputes, claims and cause of action rising out of or in connection with the Contest shall be governed by the laws of the State of Missouri, without giving effect to any choice of law or conflict of laws. The entrant agrees to submit to binding arbitration in the event that there is a dispute.

10. Release in Consent to Use. The winner of the Contest agrees to (1) release and indemnify DELUX Magazine, and all Sponsors, from and against any and all liability, claims, damages and actions arising directly or indirectly out of or sustained in connection with the awarding, acceptance or use of the prizes awarded hereto. The



entrant agrees for her photo to be used for promotional purposes without any additional compensation. By accepting the Prizes, the winner agrees to be bound by these Official Contest Rules, including the above release. By entering this Contest, each entrant acknowledges she is aware, that her entry pictures may be displayed on the DELUX Magazine website as well as any of the Sponsors' websites and/or written publications, and no compensation shall be paid to the entrant/winner for the use thereof.

11. Miscellaneous.

(i) Further Assurances. The parties agree that from time to time hereafter, upon request, each of them will execute, acknowledge and deliver such other documents and instruments, and take such further action, as may be reasonably necessary to carry out the intent of this agreement.

(ii) Modification. No provision contained herein may be modified, amended or waived except by written agreement or consent signed by the party to be bound thereby.

(iii) Headings and Captions. Subject headings and captions are included for convenience purposes only and shall not affect the interpretation of this agreement.

(iv) Gender and Number. Throughout this agreement, the masculine shall include the feminine and neuter, and the singular shall include the plural, and vice versa as the context requires.

(v) Entire Agreement. This document constitutes the entire agreement of the parties and supersedes any and all other prior agreements, oral or written, with respect to the subject matter contained herein.

(v) Governing Law. This agreement shall be subject to and governed by the laws of the State of Missouri.

(vi) Counterparts. This agreement may be executed in two or more

counterparts each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.



I, _____, the Entrant, hereby voluntarily agree to bound by all the above Official Contest Rules and acknowledge that this is a legal and binding contract. I further acknowledge that I have had the opportunity to review this document with my legal counsel prior to the execution thereof and have been encouraged to do so. Accordingly, I hereby agree to accept all the Prizes if I am chosen as the winner.

By: _____

Date: _____