

ADVOCare®
SLIM&TRIM
C O M P E T I T I O N

OFFICIAL RULES

AdvoCare Slim & Trim 2019 Competition

12/19/18 – 3/18/19

Overview/Eligibility

Entrants will experience a 56-day intensive effort to achieve personal objectives both physically and emotionally as a result of utilizing products within AdvoCare Slim & Trim and making healthy lifestyle improvements. Results will be based on the skill, efforts and success of Entrants in achieving their stated goals for a healthy transformation and communicating that success persuasively via their before/after photos and their shared stories and other information they submit. The Competition is open to legal residents of the United States and its military installations, Puerto Rico, and Canada, 18 years of age or older, excluding where the Competition is void. Employees of AdvoCare and members of their immediate families are not eligible to participate or win.

How to Compete

Entrants are expected to purchase and use the products within Slim & Trim for 56 days. Slim & Trim purchases must be verified with proof of purchases, and product quantities must equal 56 days of product use (e.g. two (2) Slim & Trim 28 packs, four (4) Slim & Trim 14 packs, or variation thereof totaling 56 days). Entrants must register on the Competition registration site www.advocareslimandtrim.com and purchase their first product pack on or before January 15, 2019 at 11:59 p.m. CT. The final product pack must be purchased no later than 2/19/19 at 11:59 p.m. CT.

To complete registration, all mandatory fields on the Competition registration site must be submitted, including but not limited to the primary transformation goal and before pictures (see details below on photo requirements and the Photo Do's & Don'ts). Upon completion of registration to enter, Entrants can then continue with the next phase of the Competition.

“Before” Photos

Through the Competition registration site, Entrants will be prompted to upload “Before” photos. Photos must be of the Entrant, authentic, and unaltered. Before photos must be uploaded and submitted on the Competition registration site on or before January 15, 2019 at 11:59 p.m. CT. Once submitted, Entrant cannot revise or change entry. Entrants must submit the following four (4) photos:

1. Frontal view with date validation image
 - a. The date validation image is available on the Competition registration site
 - b. You must print the date validation image or display it on your phone in the photo
 - c. Newspapers or hand-written pages are not acceptable for date validation; only the date validation image available on the contest website is acceptable
2. Frontal view without date validation
3. Side profile view

4. Back view

“After” Photos

Between March 4 and March 18, 2019, when the Entrant has completed his or her transformation, “After” photos of the Entrant can be uploaded to the Competition registration site. Deadline to submit is 11:59 p.m. CT on March 18, 2019. Once submitted, Entrant cannot revise or change entry. Entrants must submit the following four (4) photos:

1. Frontal view with date validation image
 - a. The date validation image is available on the Competition registration site
 - b. You must print the date validation image or display it on your phone in the photo
 - c. Newspapers or hand-written pages are not acceptable for date validation; only the date validation image available on the contest website is acceptable
2. Frontal view without date validation
3. Side profile view
4. Back view

The same type of clothing, background, lighting, and body positioning in the “Before” and “After” photos are strongly recommended. Athletic clothing is preferred, such as sports bra, shorts, tank top. Utilize the same light colored backdrop for optimal visibility. Certain submitted photos may result in automatic disqualification or reduced score, such as photos that appear to have been modified or edited, selfie photos taken in a mirror, photos that do not comply with the above-stated guidelines and requirements, and inappropriately revealing or provocative photos. Evidence of photo tampering will result in immediate disqualification. The quality of the photos is important. High quality photos (300 dpi) are recommended. To properly upload to the Competition registration site, photos must be 5 MB or smaller with file format of JPG, JPEG, or PNG.

“Before” photos and “After” photos submission may be uploaded one time only per participant during the designated time period. Any submitted entry will be considered final and no revisions may be made after submission to the competition website.

Tell Us About Your Transformation

After you have completed your transformation, we want to hear your story. Before the deadline on March 18, 2019 at 11:59 p.m. CT, share with us how you have transformed over this period while on the AdvoCare Slim & Trim products. You will have up to 3000 characters to complete your 3-Question transformation essay. In the 3-Question essay, explain how you have embraced a healthier lifestyle and worked toward your goal(s). You will also be asked for additional optional information to help the judges assess the extent to which you achieved the goal(s) you submitted when you registered to enter the Competition and began this journey.

Transformation essay submission may be uploaded one time only per participant during the designated time period. Any submitted entry will be considered final and no revisions may be made after submission to the competition website.

AdvoCare Slim & Trim Product Purchase and Use Requirement

Use of AdvoCare products within the Slim & Trim is mandatory during the Competition. Slim & Trim purchases must be verified with proof of purchases from all potential winners and tee-shirt earners, and product quantities must equal 56 days of product use (e.g. two (2) Slim & Trim 28 packs, four (4) Slim & Trim 14 packs, or variation thereof totaling 56 days). Entrants must purchase their first Slim & Trim pack no later than January 15, 2019 at 11:59 p.m. CT. Entrants must purchase their final Slim & Trim pack by February 19, 2019 at 11:59 p.m. CT. For Canada residents and residents of states with purchase prohibitions for contests: no purchase of any kind is necessary to enter or win; making a purchase will not increase your chances of winning; for alternative means of entry, email agregg@advocare.com by January 15, 2019 at 11:59 p.m. CT with name of contest, your full name, complete address and follow all other contest requirements except the purchase requirements; void where prohibited by law.

AdvoCare's Collection of Information and Use

This site is maintained by a third party working with AdvoCare. Your information is being collected and received by AdvoCare to judge this contest, to better understand how our products are being used in conjunction with a healthy lifestyle, and to improve our products and services. AdvoCare and/or the third party maintaining this site may communicate with you via email, postal mail, telephone, text or other means regarding this contest and your submission. If you have an entry that records your high achievements through this process that AdvoCare would like to recognize, your story may be retold through AdvoCare's marketing, such as on advocare.com, social media channels, video, television, or magazines. AdvoCare may contact you to sign a publicity release.

Prize Descriptions and Winner Responsibilities

One (1) Grand Prize Winner

The Grand Prize winner will receive a check for \$25,000 USD, a professional photoshoot to be scheduled at AdvoCare's discretion between May 15 and June 15, 2019 near AdvoCare headquarters in Plano, Texas, round-trip airline transportation (coach class) for Grand Prize Winner and one (1) companion between airport nearest winner's residence in the U.S. or Canada and Dallas (DFW or DAL) to attend the photoshoot, a hotel room accommodation for one (1) night to attend the photoshoot, a \$200.00 USD stipend to help with incidentals during the photoshoot, transportation to and from the airport in Dallas, an opportunity to be featured in AdvoCare's Impact magazine, and 12 canisters of AdvoCare Spark. Approximate retail value of Grand Prize package is \$28,500 USD.

Winner is responsible for any incidental costs or other items not specifically listed above. A major credit card will be required at hotel check in to cover any incidental expenses of winner and their companion. If the Grand Prize winner cannot travel on the specified dates for the photoshoot, then the rest of the prize will be awarded. All dates and locations are subject to change. Winner and companion must travel on the same itinerary. Any companion who is not an adult under the laws of his/her place of residence must be accompanied by a parent or legal guardian. Sponsor retains final editorial control of Impact Magazine, and no guarantee is made that any person or photos will necessarily be featured in the magazine.

Ten (10) Finalists Prizes

Five (5) Female Finalists and Five (5) Male Finalists will receive a check for \$2,000 USD and 3 canisters of AdvoCare Spark. Approximate retail value of each Finalist prize package is \$2,165 USD.

All Entrants who complete the entire Competition process including both “Before” and “After” photo/essay submissions will receive an exclusive AdvoCare Slim & Trim branded tee-shirt valued at \$15 USD. Entrant must select tee-shirt size on completion of the entire entry process on the Competition registration site on or before March 18, 2019 at 11:59 p.m. CT. Limited sizes available. Tee-shirt may take four to six weeks after the selection and notification of winners before it is shipped to Entrant.

Proof of purchase is required, including but not limited to: purchase on Entrant’s personal AdvoCare account (Distributor, Preferred Customer, or Registered Retail Customer) that was designated on the Competition registration site or official AdvoCare receipt from an active AdvoCare Distributor evidencing date, name of Entrant, and products purchased.

Prizes and Tee-shirts must be accepted as awarded. No transfer or assignment will be allowed. No cash equivalent will be awarded.

Grand Prize and Finalist winners will be notified using the phone number and/or email provided on their Competition registration. Entrant is solely responsible for providing correct contact information. If the winner fails to accept the prize within 24 hours of notification, then this may result in an automatic disqualification and an alternate winner will be chosen at AdvoCare’s sole discretion.

Winners must provide AdvoCare with an executed IRS form W-9 in order to accept their prize, and may also be required to sign an affidavit of eligibility, liability release, and publicity release. Any travel companion for Grand Prize trip also must sign a liability release. If any eligible winner or travel companion is deemed a minor under the laws of his/her state of residence, a parent or legal guardian must sign all required documents allowing for safe travel with the winner, including but not limited to waivers, releases, and/or temporary guardianship. Winners are solely responsible for paying taxes due on the value of the prize earned. This value is subject to change. Any difference between the approximate retail value and the actual value will not be awarded.

Judging

Only eligible Entrants who complete the entire Competition, utilizing the AdvoCare Slim & Trim products they purchased, and successfully submit all requirements of the Entrant will be considered for judging and prizes.

Judging will include two components, each weighed equally:

1. Before and After Photos- The photos will be judged based on representation of the most dramatic and healthy body transformation and achievement of the Entrant’s stated goal(s) while using the products in AdvoCare Slim & Trim as part of the Competition.
 - a. All photo requirements met;
 - b. Photos depict a healthy physical transformation (evidence of unhealthy transformation methods or unhealthy weight-loss shall result in disqualification);
 - c. Quality of photos (professional photos not required);
 - d. Overall impression of photos; and
 - e. Demonstration of progress toward or achievement of Entrant’s stated goal(s).
2. Tell Us About Your Transformation – This section includes a 3-Question essay, and Entrants also will have the opportunity to provide additional information that they would also like considered. This section will be judged on the inspirational nature of the Entrant's true and unique transformation story including any obstacles overcome and the proudest achievement.
 - a. Initial goals achieved or furthered;

- b. Inspirational and unique story displaying Entrant's personality, intellect, and enthusiasm;
- c. Healthy and sustainable results (evidence of unhealthy transformation methods or unhealthy weight-loss shall result in disqualification);
- d. Positive changes learned or maintained, such as healthy diet, exercise, activities, and goal setting; and
- e. Quality of expression.

Winners will be determined on or before May 31, 2019, and notified using contact information submitted at the time of entry. Winners will not be announced to the public until a later date. All decisions in this competition will be made by AdvoCare and are final and binding.

General Rules and Regulations

Entrants whose appearance, fitness or health transformation is, in whole or in part, the result of non-medically necessary plastic/cosmetic surgery, weight loss surgery, liposuction, steroids, human growth hormone, or any unnatural method of body enhancement or weight reduction of any kind are not eligible to enter and any such Entries may be disqualified, in AdvoCare's sole and absolute discretion. Evidence of transformation achieved through unhealthy means such as starvation, dehydration, crash dieting, binge eating, unnatural enhancements, or any other unsustainable methods may also result in disqualification for the Entrant, in AdvoCare's sole and absolute discretion.

All photos and/or written submissions are subject to verification. Entrants also are subject to background checks to confirm any potential winner's eligibility and compliance with these rules. By entering, you agree to cooperate reasonably with any such background check. Failure to cooperate may result in disqualification and selection of an alternate winner. If a background check reveals that a potential winner has engaged in conduct that could damage the reputation or business of AdvoCare, as determined in AdvoCare's sole discretion, the potential winner may be disqualified and the prize may be awarded to an alternate winner, time permitting.

Limit one entry per individual. AdvoCare Slim & Trim purchases on AdvoCare accounts are non-transferrable. Entrant understands that he or she must submit all required materials – including photos and written submissions – to be eligible for judging.

All competition participants and Winners grant permission to AdvoCare to use their photos, essay, and other related materials for advertising and promotional purposes and understands that such materials will become the property of AdvoCare and will not be returned. Entrants may and Winners will be required to execute a publicity release.

Prizes are non-transferable, with no cash redemption equivalent. All federal, state and local income taxes connected to the prize are the sole responsibility of the winners. All federal, state and local laws and regulations apply. AdvoCare shall only be responsible for awarding the number of prizes as stated in these Rules.

Entrant is required to strictly adhere to the Competition Rules and Regulations. Failure to abide by the rules will result in disqualification and/or revocation of winnings.

AdvoCare reserves the right to: (i) permanently disqualify from any competition it sponsors any person it believes has intentionally violated these official rules; and (ii) subject only to the approval of the Régie des alcools, des courses et des jeux Quebec, suspend, modify or terminate the Competition if AdvoCare believes, in its sole discretion, that malfunction, error, disruption or damage is impairing or will impair the

administration, security, fairness, integrity or proper conduct of the Competition. All decisions made by AdvoCare are final and binding.

AdvoCare will be collecting personal data about Entrants. By participating in the Competition, you hereby agree to the collection and usage of your personal information by AdvoCare, which will be governed by our privacy policy posted at <https://www.advocare.com/terms-and-conditions>.

AdvoCare reserves the right to correct any typographical, printing, computer programming or operator errors. AdvoCare is not responsible for any entry that is lost, late, illegible, stolen, mutilated, incomplete, invalid, unintelligible, postage-due, misdirected or undeliverable, whether due to system errors, omissions, interruptions, deletions, defects, delay in operations or transmissions, theft or destruction or failures, faulty transmissions or other telecommunications malfunctions, human error, entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete or garbled computer transmissions, typographical or system errors and failures, faulty transmissions, technical malfunctions, or otherwise.

By participating in the Competition, you agree to release and hold harmless AdvoCare and its officers, directors, employees, and agents from and against any claim or cause of action arising out of the Competition. For New Jersey residents, the limitations set forth above are inapplicable where attorneys' fees, court costs, or other damages are mandated by statute.

“To the extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participants and AdvoCare shall be governed by, and construed in accordance with, the substantive laws of the State of Texas, without regard to AdvoCare conflict of law principles. For Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.”

AdvoCare International, LP is the sponsor of this Competition. For a complete list of Winners, send a self-addressed stamped envelope by June 30, 2019 to:

AdvoCare International, LP
C/O Marketing Department
2801 Summit Avenue
Plano, TX 75074