

BEAUTY AS A BUSINESS SCHOLARSHIP CONTEST

Scholarship Contest: Beauty as a Business Scholarship Contest (the “**Scholarship Contest**”)

Scholarship or Organization Description: Beauty as a Business empowers the hair and beauty pro to do what they’re passionate about by teaching them to use social media to showcase their work, connect with clientele, fill their schedule, and in doing so, build a lasting career in the industry. We know social media fame is not for everyone, but we believe every beauty professional should know how they can harness their online presence to build their dream job. To help, we are offering a partial tuition scholarship award/prize of \$1,500 per quarter during the term of the Scholarship Contest! Read on for details.

Program: Cosmetology, Esthetics, or Barbering (“**CEB**”) program.

Target Applicant: Newly accepted or currently enrolled students in a CEB program.

Application Type: Video and three (3) Instagram posted photos of your artistic work as described below.

Award/Prize: One (1) partial tuition scholarship paid directly to the Winner’s CEB program in the amount of \$1,500 in each Scholarship Contest round (as described below).

Contest Length: The Scholarship Contest will run for a period of [1] year, with separate contest rounds conducted in each calendar quarter.

Round Length: Quarterly

Winners Each Round: 1 Winner in each quarterly round, with a single \$1,500 scholarship prize awarded.

Application Dates (2022):

- Quarter 1:
 - Accepting applications: January 1 – March 15
 - Winner Selection: March 15 – March 31
- Quarter 2:
 - Accepting applications: April 1 – June 15
 - Winner Selection: June 15 – June 30
- Quarter 3:
 - Accepting applications: July 1 – September 15
 - Winner Selection: September 15 – September 30
- Quarter 4:
 - Accepting applications: October 1 – December 15
 - Winner Selection: December 15 – December 31

Eligibility:

- Each contestant must already be accepted or currently enrolled in an accredited CEB program. Students must provide proof of acceptance and/or proof of attendance in an accredited CEB program.
- Each contestant must be 18 years or older at time of application.

- The Scholarship Contest is open only to students who are resident in, and attending a CEB program located in, the United States of America.

Additional Award/Prize Rules: One (1) \$1,500 scholarship will be awarded quarterly in each round of the Scholarship Contest; the partial scholarship award/prize can only be used towards tuition costs in a CEB program and will be paid directly to the CEB program that the Winner will be attending by Beauty as a Business.

Application/Entry: Application must include three (3) photos of your artistic work on a mannequin, client or friends and family showing your creative abilities (caption should be about what good you've seen social media have on the beauty industry). These will only be accepted if they are submitted as a post on Instagram using the hashtag: #BaaBScholarship. AND must include one (1), 3-5 minute video of the applicant answering or discussing the following:

- a. How social media has impacted the beauty industry
- b. How you plan to utilize social media in your beauty career

Winner Selection: The Winner will be selected from the pool of qualifying applicants based on a vote by a panel of three [independent] judges. The panel will consist of Beauty as a Business representatives. The judging will be based on the quality of the answers from the applicant, the applicant's adherence to these instructions and the discretion of the individual judges as allowed by these terms and conditions.

Limitations of Liability/Reserved Rights: Neither Beauty as a Business nor any of its affiliates shall have any obligation or responsibility with regard to (a) entries that contain inaccurate information or do not comply with these rules, (b) entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer or technical error of any kind, (c) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties, or (d) any damages or losses of any kind caused by any prize or resulting from acceptance, possession or use of any prize. Beauty as a Business, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or otherwise violating these rules. Beauty as a Business further reserves the right to cancel, terminate or modify this Scholarship Contest if it cannot be completed as planned because of infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.

Agreement to Arbitrate and Class Waiver: Any dispute arising out of or relating to the Scholarship Contest, or any relationship between the parties, or any of their parents, subsidiaries, affiliates, successors, officers, directors, or employees, heirs and permissible assigns, without limitation, no matter how described, pleaded or styled, will be resolved through final, binding arbitration under the substantive and procedural requirements of the Federal Arbitration Act. The arbitration will be conducted by a single, neutral arbitrator chosen by the parties. The arbitration shall be conducted under the Consumer-Related Disputes Supplementary Procedures and expedited procedures of the American Arbitration Association ("AAA"). Information about the AAA arbitration process and the AAA Consumer Rules can be obtained at www.adr.org. The arbitration will be conducted by telephone, online and/or be solely based on written submissions, the specific manner to be chosen by the party initiating the arbitration. The arbitration will not require any personal appearance by the parties or witnesses unless otherwise mutually agreed in writing by the parties. The parties agree that the arbitrator, and not a court, will have exclusive jurisdiction over the interpretation, validity, and scope of this arbitration agreement. The costs of the arbitration filing fee, arbitrator's compensation, and facilities fees will be paid by Beauty as a Business. Each party will pay for its own attorneys' fees and costs. Any dispute or claim will be brought solely in that party's

individual capacity, and not as a plaintiff or class member in any purported class action, representative proceeding, mass action or consolidated action. The fact of and all aspects of this arbitration and the underlying dispute will remain strictly confidential by the parties, their representatives, and the AAA. Notwithstanding anything herein to the contrary, you retain the right to pursue any claim in a small claims court and proceed on an individual basis for any such claim that is within the court's jurisdiction. BY PARTICIPATING IN THE SCHOLARSHIP CONTEST ACCEPTING THESE RULES YOU ACKNOWLEDGE THAT YOU ARE WAIVING YOUR RIGHT TO A JURY TRIAL AND ANY RIGHTS YOU MAY HAVE TO BRING ANY CLAIMS ON A CLASS, REPRESENTATIVE, CONSOLIDATED OR MASS ACTION BASIS.

Other Terms and Conditions

- By submitting an entry, each contestant agrees that his/her submission (including without limitation his/her video and photos) becomes the exclusive property of Beauty as a Business, each contestant consents to Beauty as a Business using (including the right to duplicate, publish, distribute, perform, publically display and create derivative works) and grant others the right to use, in perpetuity throughout the world and in the U.S., their name, voice, comments, quotations, images, appearance and/or likeness, photos, video, Instagram post (including photos), school name, and degree status for promotional or other any other purposes whatsoever, and in all formats or media, known or unknown, and any materials based upon or derived therefrom.
- If the entry contains any person(s) other than contestant, contestant must ensure that all such persons are eighteen (18) or older and receive prior written consent from each person which grants Beauty as a Business the right use (including the right to duplicate, publish, distribute, perform, publically display and create derivative works) and grant others the right to use, in perpetuity throughout the world and in the U.S., their name, voice, images, appearance and/or likeness for promotional or other any other purposes whatsoever, and in all formats or media, known or unknown, and any materials based upon or derived therefrom.
- By entering your video, contestants represent and warrant that the entry is an original work of authorship, and does not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights.
- Contestants may be contacted by Beauty as a Business to provide one or more references from their school. Beauty as a Business will contact the reference(s) to verify a contestant's qualifications for the scholarship.
- Beauty as a Business reserves the right to change rules between Scholarship Contest rounds at its discretion and to make rule clarifications at any time as needed.
- No purchase is necessary to enter this Scholarship Contest.
- Winners are responsible for all taxes or other impositions associated with their partial scholarship award/prize.
- This Scholarship Contest is void where prohibited.
- The names of all partial scholarship award/prize Winners will be listed on Beauty as a Business's website after the selection of each Winner.
- This Scholarship Contest is not open to employees of Beauty as a Business and the immediate family members of all such employees.

This Scholarship Contest is sponsored in whole by Beauty as a Business, whose principal business address is 4487 W. Tee Box Dr. S. Jordan, UT 84009.