

NO PURCHASE IS NECESSARY TO ENTER.

1. SPONSOR: This sweepstakes is sponsored by Bobit Business Media, 2150 E. Lake Cook Road, Suite #500, Buffalo Grove, IL 60089 ("Sponsor").

2. ELIGIBILITY: THIS IS VOID WHERE PROHIBITED. Residents of jurisdictions where this type of sweepstakes is not permitted, or where Sponsor would be required to register or be restricted in any other way, or where Sponsor may not have yet complied with registration or other requirements, are not eligible to collect the prize. It is the responsibility of the entrant to verify eligibility. Directors, officers and employees of Ouidad, or the Sponsor and any of their respective affiliate companies, subsidiaries, agents, and immediate families are not eligible to participate. All applicable federal, state, and local laws and regulations apply. **PARTICIPATION IN THE SWEEPSTAKES CONSTITUTES THE ENTRANT'S FULL AND UNCONDITIONAL AGREEMENT TO AND ACCEPTANCE OF THESE OFFICIAL RULES.**

3. HOW TO ENTER: No purchase is required to enter the sweepstakes or collect any prize. The sweepstakes period is October 1, 2016 (starting at 9:00 a.m. Central Time) through October 31, 2016 (ending at 11:59 p.m. Central Time). To enter, fill out an entry form on the contest page <http://www.modernsalon.com/healthy-hairdresser-challenge> during the sweepstakes period for your chance to win. Any entries received after October 31, 2016 at 11:59 p.m. (Central Time) are null and void. For prize consideration entry must include a valid U.S. mailing address. Incomplete, fraudulent and/or duplicate entries will be void. Sponsor is not responsible for, and entrants waive all claims for lost, late, misdirected, inaccurate, incomplete, illegible or unintelligible entries, whether caused by participant, a third party or the Sponsor, or by any technical or human error that may occur in the processing of entries. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. By entering the sweepstakes, entrants agree: (a) to accept and be bound by all terms of these Rules, (b) agree to be bound by the decisions of Sponsor which are final and binding on all matters related to sweepstakes, (c) grant the Sponsor and ABS the right to use their names, information, email addresses, and other relevant information, without compensation, notification or further permission, for the purposes of advertising, marketing and publicity in any and all manner of media, and (D) consent to Illinois courts having exclusive jurisdiction over any disputes or litigation arising from the sweepstakes and the only proper venue for resolution of such disputes shall be Chicago, Illinois.

4. PRIZE: Ouidad Superfruit Renewal Clarifying Cream Shampoo, or free Ouidad two-day certification training. During the sweepstakes period, the Sponsor will conduct eleven (11) random drawings from the eligible participants that filled out an entry form during the sweepstakes period. The first ten (10) winners will receive one (1) full-size bottles of Superfruit Renewal Clarifying Cream Shampoo (\$26 ARV) The ten (10) random drawings will occur on the following date and time (all times are Central Time): November 7th 2016 at 9:00 a.m. One (1) grand prize winner will receive free admission to Ouidad two-day certification training (valued at \$900). Travel and accommodation are NOT included. Allow 2-3 weeks for delivery of prizes. If an entry is not selected during one of the random drawings, the entry is eligible for the future drawings during the sweepstakes period. Once an individual is randomly selected during one of the drawings, the individual's entry is removed and not eligible for future drawings in the sweepstakes. The odds of winning will depend on the total number of eligible entries received during the sweepstakes period. The winner will be contacted by the Sponsor within five days of the random drawing via the email address provided on the submission entry form. If Sponsor is unable to contact the potential winner by email (including the return of Sponsor's notification as "undeliverable" for any reason), or if the potential winner fails to respond (by return email) to Sponsor within five (5) days of the date of Sponsor's notice, such potential winner will be disqualified. In order to claim the prize, the winner: (a) must meet all eligibility requirements; and (b) must execute and return, as applicable, certain winner documents, including, but not limited to, an affidavit of eligibility, tax acknowledgement form, liability release, and use of name and information release. Sponsor reserves the right in its sole and absolute discretion to withdraw any prize from the sweepstakes at any time following the failure of a potential winner or an alternate potential winner to claim such prize. In the event that the sweepstakes is canceled or ended prematurely, the winner shall be randomly chosen from the eligible entries received before the termination of the sweepstakes. Entrants will not be declared official winners until they have complied with all terms contained in these rules and any other terms contained in the sweepstakes. Sponsor is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify potential winners. All prizes awarded in connection with the sweepstakes are nontransferable. Federal, state, provincial and/or local taxes on or in connection with any prize, and the reporting obligations and consequences thereof, are the sole and exclusive responsibility of the winner. No substitution of any prize will be permitted, except that Sponsor reserves the right in its sole discretion to substitute a prize with a prize or prizes of equal or greater value.

5. RELEASE OF SPONSOR LIABILITY: BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES TO RELEASE SPONSOR AND ITS CLIENTS (INCLUDING Ouidad), AND THEIR RESPECTIVE EMPLOYEES, OFFICERS, DIRECTORS, SHAREHOLDERS, AGENTS, REPRESENTATIVES, PARENT COMPANIES, AFFILIATES, SUBSIDIARIES, ADVERTISING, PROMOTION, AND FULFILLMENT AGENCIES, AND LEGAL ADVISORS (COLLECTIVELY, THE "RELEASED PARTIES"), FROM ANY AND ALL LIABILITY WITH RESPECT TO OR IN ANY WAY ARISING FROM THIS SWEEPSTAKES AND/OR ACCEPTANCE, POSSESSION OR USE OF THE PRIZES, INCLUDING, WITHOUT LIMITATION, LIABILITY FOR PERSONAL INJURY, DEATH, PROPERTY DAMAGE OR LOSS. EACH ENTRANT FURTHER AGREES TO HOLD THE RELEASED PARTIES HARMLESS FROM ANY AND ALL LOSSES, DAMAGES, RIGHTS, CLAIMS AND ACTIONS OF ANY KIND IN CONNECTION WITH THE SWEEPSTAKES, INCLUDING WITHOUT LIMITATION, CLAIMS BASED UPON PERSONAL INJURY, DEATH, PROPERTY DAMAGE OR LOSS, PUBLICITY RIGHTS, DEFAMATION, OR INVASION OF PRIVACY. RELEASED PARTIES ARE NOT RESPONSIBLE FOR AND SHALL NOT BE LIABLE FOR: (I) ANY CONDITION CAUSED BY EVENTS BEYOND THE CONTROL OF THE SPONSOR THAT MAY CAUSE THE SWEEPSTAKES TO BE DISRUPTED OR CORRUPTED; (II) ANY INJURIES, LOSSES, OR DAMAGES OF ANY KIND ARISING IN CONNECTION WITH OR AS A RESULT OF THE PRIZE, OR ACCEPTANCE, POSSESSION, OR USE OF THE PRIZE, OR FROM PARTICIPATION IN THE SWEEPSTAKES; OR (III) ANY PRINTING OR TYPOGRAPHICAL ERRORS IN ANY MATERIAL ASSOCIATED WITH THE SWEEPSTAKES.

6. WINNER LIST: The winner list may be obtained by mailing a stamped, self-addressed envelope to: Bobit Business Media, Attn: Healthy Hairdresser Challenge May, 2150 E. Lake Cook Road, Suite #500, Buffalo Grove, IL 60089.