

56 DAY WEIGHTLOSS C H A L L E N G E

Rules and Regulations

1. Entry and Eligibility to Win. The 56 Day Challenge runs from Jan 28th to March 4th 2019. To enter the challenge you must complete a registration form at a participating Pureline Nutrition Store between January 11th and February 11th and pay the Challenge entry fee or simply enter for Free by purchasing a 4 or 8 week program. The challenge is open to all people in the United States who live close to a Pureline Nutrition location and are 18 years or older as of Jan 28th 2019. If you have previously won the 56 Day Challenge you are no longer eligible to win. Employees of Pureline Nutrition or sister companies are not eligible to register or win. If you become pregnant during the challenge, you are no longer eligible to win and may receive entry into the next challenge. Women who are pregnant are not eligible for Prizes, any body change due to have a baby will not be eligible.

2. Weigh-in and Body Composition Measurement Requirements. You must complete two (2) Inbody composition measurements at your local Pureline Nutrition to be eligible for winning the challenge. You must complete one initial Measurement and one final Measurement to show your change over the Challenge.

3. Photo and Essay Submission: To be considered for prizes, you must submit a total of six (6) photos and a personal essay (as described below) to 56DayChallenge@thepureline.com between March 18th and March 24th 2019 before 9pm CST. Before photos should not be submitted until the end of the challenge. To enter and receive full points for your photographs, you must submit (3) recent before photographs and three (3) after photographs using the following instructions: front body and head view, back body view and side profile view. The “before” photos and the “after” photos should be similar poses. Do not take pictures in locker rooms. Though not required, for best results the photographs should be three-fourths (3/4) body or full body to show weight loss and physical changes. The front view should clearly show the challenge wrist band to ensure the photos are recent. If you lose your wrist band please contact the Pureline Nutrition Store where you originally signed up. Any altered or professional produced images will be rejected. Do not send photos prior to March 18th 2019 as they will not be accepted. All photos along with essay should be sent between March 18th and March 24th 2019 before 9pm central. You will also be required to submit an essay that describes your 56 day journey. It should detail your own personal development and transformation over the 56 day journey. The essay should be 800 words or less and should be your personal story of accomplishment while highlighting the Pureline products used and how the Pureline Team may have helped you reach your best. If the essay is longer than 800 words, only the first 800 words will be read. Pureline Nutrition reserves the right to redact portions of the essay. Please do not use other brand or trade names in your essay because they will not be printed.

4. Weight Loss Category Judging and Winners. Final results and entries may be submitted between March 18th and March 24th, 2019 at 56DayChallenge@thepureline.com. Entries will be judged based on 70% body composition change, 15% "before" and "after" pictures, and 15% personal essay. The body composition change is based on percentage of fat lost. The top female and top male winner will be notified on or about March 30th. The winners will have their photos, essay and weight loss results posted on the 56Day Challenge and Pureline Nutrition official websites.

5. Prizes/Approximate Retail Value (ARV) The male and female winner will each receive 1000.00 dollars (company check or cashiers check.) Taxes are the sole responsibility of each winner. Individual male and female winner will also have be reimbursed 100% of all Pureline Purchases during the duration of the 56 Day Challenge (Jan 28th - March 4th, 2019.)

6. Winner Affidavit and Release Winners will be required to provide before and after photographs and a completed essay to Pureline Nutrition to be used for promotional and marketing purposes. Before receiving the prize and as a condition of receiving the prize, winners may be required to provide valid photo identification featuring his or her name and address as it appeared on their respective entry form, provide proper age and residency, and sign an affidavit of eligibility and release supplied by Pureline Nutrition which among other disclaimers: (a) releases Pureline Nutrition Co. and its range of subsidiaries, directors, agents, agencies, affiliates, promoters, officers, directors, employees and related persons ("Pureline Nutrition", "Pureline Nutrition Stores" "ThePureLine.com") from any and all liability related to the Challenge and the receipt and use of the Prize, and (b) grants Pureline Nutrition the right to publish the winner's name, city/state, photograph(s), voice, testimonial, approved biographical information, or other likeness and/or Prize information or personal exposition (and/or any edited portion thereof) for promotional, advertising and/or publicity purposes in any media, now or hereafter known throughout the world in perpetuity, without compensation or notice to, or further consent of, the winner to the extent permitted by law.

7. Assumption of Risk, Waiver of Liability, and Indemnification. You acknowledge that there are risks associated with your participation in the Challenge and you agree that the terms of your weight loss challenge agreement apply to your participation, including but not limited to the Assumption of Risk, Release of Liability, and Indemnification provisions. By entering the Challenge, each participant agrees to follow these Official Rules and to release, discharge, and hold harmless Pureline Nutrition, and its affiliates, subsidiaries, and agents, together with the present and future officers, agents, employees and representatives of each of them, from any and all responsibility or liability whatsoever for any property loss, damage, personal injury, or death, in connection with the Prize(s) and/or any person's participation in the Challenge.

8. No Guaranty of Weight Loss or Body Transformation. Individual weight loss results vary and participation in the Challenge does not guarantee weight loss. Factors such as diet and genetic makeup, overall health, or physiological differences may influence weight loss. Please consult with your physician before beginning any new nutrition or exercise program.

9. General. No entrant shall use any artificial or inappropriate means of weight loss or alteration in body composition in order to win the Challenge including but not limited to

liposuction, weight loss surgery or other similar procedures. All interpretations of these Official Rules shall be made by Pureline Nutrition Co., whose decisions and interpretations shall be final and binding. Pureline Nutrition Co. reserves the right to cancel, terminate or suspend this Challenge or any part of this Challenge for any reason. Pureline Nutrition reserves the right, at its sole discretion, to disqualify any individual it reasonably suspects or believes to be tampering with the entry process, any part of the Challenge itself, or the award mechanism by any means or suspected to be acting in violation of these Official Rules or any other term or condition of the Challenge set by Pureline Nutrition. If Pureline Nutrition determines, in its sole discretion, that unforeseen events have compromised the integrity or viability of the Challenge, Pureline Nutrition reserves the right to void the entries at issue, and/or terminate the relevant portion of the Challenge, including the entire Challenge, and/or modify the Challenge. Pureline Nutrition shall not be responsible for lost, incomplete or late entries, weigh-ins/body composition Measurements or for any entries or weigh-ins/composition Measurements/essays/photos that are not received by Pureline Nutrition Co. by the applicable deadline for any reason whatsoever.

10. Sponsor and Winner List. The sponsor is Pureline Nutrition Co. 434 North Loop 1604 West, Suite 2105, San Antonio Texas 78232. To receive a notification of the Challenge winner, please submit your request in writing by April 6, 2019 To: Pureline Nutrition Co. 434 North Loop 1604 West, Suite 2105, San Antonio Texas 78232. Attention: Winner 56 Day Challenge.