

Colgate® Optic White® Beauty Bonus Reward Card Offer at CVS/Pharmacy® - Abbreviated Rules with Text Component

Print

Valid on purchases from 9/11/2016 through 10/8/2016; Limit one (1) reward card per person. Participation in the Program is only open to legal residents of 50 United States and the District of Columbia, who are 18 years of age or older. Terms apply. Full Terms and Conditions, Privacy Policy at opticwhitebeauty.com. By texting OWBeauty to 811811 you consent to receive up to 10 automated text messages to the number you provided from Snipp Interactive on behalf of Colgate-Palmolive Company. Your consent to the above is not required to make a purchase. Messaging & data rates may apply. While supplies last. Sponsor: Colgate-Palmolive Company, 300 Park Avenue New York, NY 10022-7499.

Colgate® Optic White® Beauty Bonus Reward Card Offer at CVS/Pharmacy® Terms and Conditions

1. Eligibility

Colgate® Optic White® Beauty Bonus Reward Card Offer ("Program") begins Sunday, September 11, 2016 at 12:00:01AM Eastern Time ("ET") and ends on Saturday, October 8, 2016 at 11:59:59PM ET, or when Two Thousand Five Hundred (2,324) Rewards are awarded, whichever is earlier ("Reward Period"). Participation in the Program is only open to legal residents of 50 United States and the District of Columbia, who are 18 years of age or older. Limit one (1) Reward (as detailed below) per person.

2. Reward Program

Participants may participate in the Program by making a purchase at any CVS/Pharmacy® retailer during the Reward Period. Participants who purchase three (3) qualifying Colgate products* (listed in the Appendix below) during one (1) transaction from any CVS/Pharmacy® retailer participating retailer during the Reward Period will receive one (1) \$5 MasterCard® Reward Card ("Reward"). Approximate Retail Value ("ARV") of each Reward is \$5.00.

3. How to Participate

Purchase three (3) qualifying Colgate products* during one (1) transaction, submit a valid receipt of the qualified purchases, and register for the Program. All submissions of receipts must be received by Saturday, October 22, 2016 at 11:59:59PM ET to be eligible. Before submitting a receipt, participants must highlight the different qualifying Colgate products* on the receipt with a star or check. Photo of receipt must clearly show the receipt in its entirety. Participants should keep their receipt. Colgate-Palmolive Company reserves the right to require a participant to provide original receipt for verification purposes upon request. An eligible receipt with three (3) qualifying Colgate products* during one (1) transaction received will earn one (1) valid submission into the Program. Participants can submit their receipt and register using one of the three (3) methods detailed below:

- a) Upload a photo of your receipt by texting the keyword "**OWBeauty**" to **811811** to receive a text message with instructions. Participant will first receive a text message with opt-out instructions and disclosure for receipt of up to ten (10) automated text

messages to the number provided, along with instructions for receipt submission. Limit of 160 characters per text. Participants will then receive a link to the registration form via text and must completely enter their true and correct information in the required fields (required fields include: Full Name, Full Mailing Address and E-mail Address)

- b) Upload a photo of your receipt at www.opticwhitebeauty.com and complete the registration form by entering your true and correct information in the required fields (required fields include: Full Name, Full Mailing Address and E-mail Address).
- c) Send an email that contains a photo of your receipt to submit@opticwhitebeauty.com. Upon emailing your receipt, you will receive an emailed link to the registration form you must complete by entering your true and correct information in the required fields (required fields include: Full Name, Full Mailing Address and E-mail Address).

4. Redemption

Participants must submit a valid receipt via one (1) of the three (3) methods above to receive one (1) Reward, while supplies last. Rewards are subject to provider's full terms and conditions. Upon receipt and verification of three (3) qualifying Colgate products* during one (1) transaction, participants who submitted the receipt via email or text will be sent a link to register for the Promotion. Participants who submit a valid receipt using the online redemption form will not have to provide additional information to register.

Limit of One (1) Reward per person. All receipts received will be reviewed and validated within forty-eight (48) hours. Rewards will be delivered via physical mail to the mailing address participants provide during registration. Rewards will be Prepaid MasterCard® Reward Cards and will be awarded. Rewards will be fulfilled approximately six (6) to eight (8) weeks after Program has ended. Rewards are for promotional use only, are not for resale, have no cash value, are valid in the United States only, and are subject to the Provider's terms and conditions. The value assigned to a Reward is pre-assigned and may not be altered. A Reward can only be issued to a single Consumer as a single transaction; it cannot be issued in installments to a Consumer, nor can it be shared among multiple Consumers. Sponsor is not responsible for late, lost, stolen, damaged, delayed, or undelivered Rewards. *Sponsor is not responsible for any computer related malfunction that prevents the recipient from accessing entry or receiving their Reward via any form of delivery.*

5. Text Messaging (SMS) Terms and Restrictions

Message and Data Rates may apply to each message sent or received. By texting "OWBeauty" to **811811**, you consent to receive up to ten (10) one-time automated text messages to the number you provided from Snipp Interactive Inc. ("Snipp"). You understand that consent is not required to make a purchase. The text message you send is your electronic signature agreeing to these terms and to giving electronic written consent to receive automated text messages from Snipp and/or Colgate-Palmolive Company ("Program Sponsor"). ***Carrier specific charges for text messages may apply for each message sent or received, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement.*** SMS may not be available for all service providers or for all handsets. Cellular phone carrier's instructions for text messaging may be different. Check your phone capabilities for specific instructions. Program Sponsor makes no guarantee that any particular wireless service provider will participate. Check with your service provider for details. By selecting to participate via text messaging, the Participant grants permission to the Program Sponsor to notify them via return text message and must agree to

accept all applicable charges associated therewith. Wireless service providers may charge Participant for each text message, including any error message that is sent and received in connection with the Program, based on the applicable wireless service plan. Participant is responsible for all applicable fees and taxes associated with submitting a receipt using SMS messaging. Program Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.

You may text STOP to 811811 at any time to exit Program and to stop receiving text messages, or HELP for help. Sponsor's privacy policy is available at <http://www.colgate.com/app/Colgate/US/Corp/LegalPrivacy.cvsp>.

6. Your Consent

By texting you grant permission and consent to Snipp Interactive, to respond via return text message and must agree to accept all applicable charges associated therewith. The Participant is responsible for any damage/loss due to use of a Reward. Snipp Interactive is not responsible for any malfunction or inconvenience that may occur.

Receipts obtained through unauthorized means or illegitimate channels will be void. Receipts cannot be sold, traded, auctioned, or bartered; all of which will be void. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations will be void. All requests become the property of Released Parties and will not be returned. Program is void where taxed, prohibited, or restricted by law. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. You cannot substitute, transfer, or redeem Reward for cash. You are responsible for all federal, state and local taxes as well as any other costs or expenses associated with the Reward, not specified herein as being provided. All Rewards are subject to verification. A Reward will be void and no redemption will be permitted if it (i) it fails to pass anti-fraud detection measures; (ii) is unauthorized or has been illegitimately obtained; (iii) contains any messages, code or other marking not recognized by the store administrator, (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) is not recognized as a valid download code; (vii) has been previously entered and used; or (viii) is incorrectly or incompletely entered or submitted by a

Consumer. CUSTOMER'S AND CONSUMERS' SOLE REMEDY FOR ANY FAILURE TO ENABLE A CODE ENTITLEMENT FROM A VALID CODE SHALL BE REPLACEMENT CODE FOR THE SAME CODE ENTITLEMENT. By participating in the Program, you agree (i) to release, discharge, indemnify and hold harmless Colgate-Palmolive Company, Snipp Interactive, Realtime Media, News America, Red Fuse, CVS/Pharmacy®, and their respective parent, subsidiaries, affiliates, retailers, and advertising and promotion agencies, and all of their respective officers, directors, shareholders, employees and agents (collectively, "Released Parties") from any liability or damages which may arise out of participation in the Program or out of the acceptance, use, misuse or possession of any product or service attained through this Program. All applicable federal, state and local laws and regulations apply. Released Parties are not responsible for late, lost, incomplete, illegible, delayed, inaccurate, garbled, undelivered, misdirected requests, email, texts, or mail, or other errors or problems of any kind relating to or in connection with the Program, whether printing, typographical, technical, computer, network, human, mechanical, electronic or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Program or in any Program-related materials. Persons found tampering with or abusing any aspect of this Program, who are acting in a disruptive or unsportsmanlike manner or who are otherwise not in compliance with these terms, as solely determined by Released Parties will not be eligible. Released Parties are not responsible for injury or damage to

participants' or to any other person's computer or mobile device related to or resulting from participating in this Program.

7. Privacy Policy

Any personally identifiable information collected from Participant during participation in the Program will be collected on behalf of Program Sponsor and Vudu by Snipp or its agents, and used by Snipp and its respective affiliated companies and agents for administration and fulfillment of this Program as described in these Terms and Conditions, and in accordance with Snipp's Privacy Policy as stated at <http://home.snipp.com/privacy-policy/>, and Colgate's Privacy Policy as stated at <http://www.colgate.com/app/Colgate/US/Corp/LegalPrivacy.cvsp>.

8. Program Sponsor

Colgate-Palmolive Company, 300 Park Avenue 11th Floor New York, NY 10022-7499

Appendix

*QUALIFYING COLGATE PRODUCTS:

OPTIC WHITE TP - SUPER
OPTIC WHITE TP 6.3Z CS SP S/MINT
OPTIC WHITE TP 6.3Z CS SP ICY FRESH
OPTIC WHITE TP - FAMILY
OPTIC WHITE TP 5.0Z CS SP S/MINT
OPTIC WHITE TP 5.0Z CS SP ICY FRESH
OPTIC WHITE TP 5.0Z CS SP ENAMEL
OPTIC WHITE TP 5Z CS MU 2PK S/MINT
OPTIC WHITE TP - LARGE
OPTIC WHITE TP 3.5Z CS SP S/MINT
OPTIC WHITE TP 3.5Z CS SP ICY FRESH
OPTIC WHITE TP 3.5Z CS SP ENAMEL
OPTIC WHITE TP 3.5Z CS MU 2PK S/MINT
OW PLATINUM TP 3.4Z CS SP W&PROT
OW TP 4.5Z CS SP LASTING WHITE
OW PLATINUM TP 4.5Z CS SP HIGH IMPACT
OW PLATINUM TP 4.5Z CS MU EXPRSS WHT 2PK
OPTIC WHITE TP - MEDIUM
OW PLATINUM TP 3Z CS SP HIGH IMPACT
OW PLATINUM TP 3.0Z CS SP EXPRESS WHT
OW PLATINUM TP 4.5Z CS SP EXPRESS WHT
OW PLATINUM TP 3Z CS MU EXPRESS WHT 2PK
MANUAL TOOTHBRUSHES
360 OPTIC WHT PLATINUM TB CS SP FHS
360 OPTIC WHT PLATINUM TB CS SP FHM

MANUAL TOOTHBRUSHES (cont'd.)
360 OPTIC WHT PLATINUM TB CS MU FHS 2PK
COLG 360 WHTNG TB CS SP 42MM FHS
COLG 360 WHTNG TB CS SP 42MM FHM
COLG 360 WHTNG TB CS MU FHS 2PK
COLG 360 WHTNG TB CS MU 3PK FHS
COLGATE 360 WHTNG TB CS MU FHS 4PK
POWERED TOOTHBRUSHES
360 OPTIC WHT SONIC PWR TB CS SP FHS
360 OPTIC WHT SONIC PWR TB CS SP FHM
360 OPTIC WHT SONIC PWR TB CS MU FHM 2PK
360 OPTIC WHT BATTERY TB CS SP SOFT
360 OW BATTERY TB CS SP SOFT 2CT REFILL
MANUAL DEVICE + CHEMISTRY
OPTIC WHT TB+PEN CS SP CH MEDIUM
OPTIC WHT TB+PEN CS SP CH SOFT
WISP - 24 CT
WISP 24 CT CS SP OPTIC COOLMINT
MOUTHWASH - OPTIC WHITE MW - 32 OZ
OPTIC WHITE MW 32F CS SP MINT
MOUTHWASH - OPTIC WHITE MW - 16 OZ
OPTIC WHITE MW 16F CS SP MINT
MOUTHWASH - OPTIC WHITE MW - 8 OZ
OPTIC WHITE MW 8F CS SP MINT