NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

Giveaway may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Giveaway is governed exclusively by the laws of the United States. You are not authorized to participate in the Giveaway if you are not located within the 50 United States or the District of Columbia.

1. Sponsor. “Sponsor” is The Brand Guild

2. Eligibility. Participation is open only to legal residents of the 50 United States or the District of Columbia, who are 18 or older as of date of entry. Void outside of the 50 United States and the District of Columbia, and where prohibited, taxed or restricted by law. Employees, officers and directors of Sponsor and its parent companies, subsidiaries, affiliates, partners, advertising and promotion agencies, manufacturers or distributors of Giveaway materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. Giveaway may only be entered in or from the 50 United States and the District of Columbia, and entries originating from any other jurisdiction are not eligible for entry. All federal, state and local laws and regulations apply.

3. Timing. Refer to post caption for timing details

4. How to Enter. Eligible entrants can enter via Instagram as follows:
    a. Subscribe to our newsletter
    c. Like the giveaway post
    d. Tag a friend on the giveaway post
    e. You will automatically receive one (1) entry into the Giveaway

Maximum of one (1) entry per person. Entry into the Giveaway is by this process only. By entering the Giveaway, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Giveaway. No automated entry devices and/or programs permitted. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries or mail, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Sponsor.

5. Odds of Winning by Random Drawing. One (1) potential winner will be selected in a random drawing from all eligible entries received during the Giveaway Period. Odds of winning depend on the number of eligible entries received for the drawing. Drawing will be

conducted by Sponsor on or about **Monday, July 28**. Sponsor will contact the winner via email. By entering the Giveaway, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Giveaway. The potential winner must contact Sponsor via email within 48 hours of the Winner Announcement to redeem the prize and to provide mailing address information for the potential winner. If a potential winner does not redeem the prize within 48 hours of the Winner Announcement, the prize will be forfeited, and Sponsor will award the prize to an alternate winner chosen randomly from the original pool of entrants. If the prize cannot be awarded after three alternate winners have been notified, the prize will remain unawarded.

6. Prize. One (1) prize will be awarded per winner. A winner will receive the following: one (1) Glowbar facial and one (1) Expert Cleanser, for a total prize ARV of $108. Limit one (1) Prize per person. Prize is non-transferable. No substitutions or cash redemptions. In the case of unavailability of any prize, Sponsor reserves the right to substitute a prize of equal or greater value. All expenses not specifically listed herein are the responsibility of winner. All federal, state and local taxes are the sole responsibility of the winner.

7. Prize Delivery. The winner will be sent a Prize within 1-3 weeks of receipt of the winner's mailing address. Sponsor not responsible if the Prize cannot be delivered due to an incorrect mailing address or for lost or misdirected requests.

8. Conditions. By participating, entrants and winner agree to release and hold harmless Sponsor, its advertising and promotion agencies and its parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Giveaway, or possession, acceptance and/or use or misuse of prize or participation in any Giveaway-related activity and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. If applicable, winner must complete a W9 form and 1099-Misc prior to claiming prize. Entrants who do not comply with these Official Rules, or attempt to interfere with this promotion in any way shall be disqualified.

9. Additional Terms for Online Giveaway. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Giveaway should (in its sole discretion) virus, bugs, non-authorized human intervention or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Giveaway. In such case, Sponsor will select the winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Giveaway. Additionally, Sponsor reserves the right to

prosecute any fraudulent activities to the full extent of the law. In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the email address submitted at time of entry. “Authorized Account Holder” is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses or the domain associated with the submitted email address. Any other attempted form of entry is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Sponsor, and its parent companies, subsidiaries, affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, Website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Giveaway, including any injury or damage to participants or any other person’s computer relating to or resulting from participating in this Giveaway or downloading any materials in this Giveaway. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE GIVEAWAY MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

10. Release. By receipt of any prize, winner agrees to release and hold harmless Sponsor, Instagram, Inc. and its subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company’s officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Giveaway or receipt or use or misuse of any prize.

11. Use of Data. Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy and these Official Rules. Please review the Sponsor’s privacy policy at https://www.thebrandguild.com/privacy-policy By participating in the Giveaway, entrants hereby agree to Sponsor’s collection and usage of their personal information and acknowledge that they have read and accepted Sponsor’s privacy policy. Sponsor may use entrants’ personal information to conduct this Giveaway and for future promotional purposes, including the promotion of its products and services.

12. List of Winners. To obtain the name of the winner, send a self-addressed, stamped envelope by August 31, 2025, to Sponsor Attn: Giveaway Winner, 1056 Thomas Jefferson St NW, Washington, DC 20007. This Giveaway is in no way sponsored, endorsed, or

administered by, or associated with Instagram, Inc. Any questions, comments or complaints regarding this promotion must be directed to the Sponsor and not to Instagram.