



bod•ē 12-WEEK TRANSFORMATION *Challenge*

The Vemma Bod•ē 12-Week Transformation Challenge Terms and Conditions

The Vemma Bod•ē 12-Week Transformation Challenge (“the Challenge”) is organized by Vemma Europe Limited, The Harbour, Kilkock, Co. Kildare, Ireland, (hereinafter referred to as “Vemma” or “the Company”).

The Vemma Bod•ē 12-Week Transformation Challenge (hereinafter referred to as “the Challenge”) is open to European Brand Partners who are 18 years of age and older as of their Challenge start date. Employees of Vemma and their respective parents, subsidiaries, affiliates and agents, as well as the immediate family (e.g., spouse, parents, siblings and children) and household members of each such person are not eligible. The Challenge is subject to all applicable national legislation and local laws and regulations and is void where prohibited by law.

Each Brand Partner who enters the Challenge is solely responsible for their health condition and wellness. The participation in the Challenge is voluntary.

Challenge Periods

There are two (2) Challenge periods for the 2012 year: the first Challenge period begins at 12:00 a.m. CET on July 2nd 2012, and ends at 11:59 p.m. CET on October 1st, 2012 (“Challenge Period 1”); the second Challenge period begins at 12:00 a.m. CET on November 5th, 2012, and ends at 11:59 p.m. CET on February 3rd, 2013 (“Challenge Period 2”).

Brand Partners may enter their 12-Week Challenge at any time, regardless of the official Challenge periods. Brand Partners may choose to enter consecutive challenges.

Eligibility Requirements

To be eligible to participate and win, Brand Partners must be “Active” and in good standing in accordance with applicable Vemma Europe Policies and Procedures throughout the Challenge period and until the prizes are awarded. “Active” is defined as having a minimum Vemma Bod•ē Auto-delivery order of 60 QV on file during their 12-Week Challenge period.

Brand Partners must submit their first and last names; Vemma ID (VID); before weight in

kilograms; before waist, hip and thigh body composition measurements in centimeters; and before front and side photos. Brand Partners must also submit their after weight in kilograms; after waist, hip and thigh body composition measurements in centimeters; after front and side photos; and a brief summary of their Challenge experience (250 words or less).

How to Take Before and After Photos

For best results, full-length photos should be taken in a well-lit area with the Brand Partner standing upright with arms to their side in front of a blank wall. Photos deemed inappropriate will be discarded and considered not eligible. In this situation, the Brand Partner will not be considered registered until an acceptable photo is submitted. Photos must be original and may not be altered or retouched. By entering the Challenge and submitting their results, the Brand Partner agrees that all photos will become property of Vemma and may be used in marketing materials at any time.

How to Take Body Composition Measurements

Wear the same type of clothing each time you take your body composition measurements and do it around the same time of day. For the most accurate measurements, use the same scale and tape measure.

Weight: Take weight in bare or stocking feet and be sure to remove keys, loose change, phones, etc., from pockets. Record your weight in kilograms.

Waist: Place the measuring tape about 1 centimeter above your belly button (at the narrowest part of your waist) to measure around your body. Exhale and measure before you inhale again.

Hips: Place the measuring tape across the widest part of your hips/buttocks and measure all the way around while keeping the tape parallel to the floor.

Thigh: Measure around the largest part of one thigh. Measure the same thigh each time.

Other helpful hints:

- Take body composition measurements while standing tall with your muscles relaxed and your feet together.
- Pull the tape measure tight (so it doesn't sag while measuring) without pinching the skin.
- Use a flexible measuring tape, such as plastic or cloth.
- Measure under the same conditions each time, such as, the same clothes, scale and time of day.
- Measure yourself in front of a mirror to make sure the tape is positioned correctly. If possible, have someone else do the measuring for you.
- Taking body composition measurements will vary slightly from person to person. To ensure accuracy, remember to take them in the same place on your body each time.
- Submissions:
- For Challenge Period 1, submissions are due by October 1st, 2012, at 11:59 p.m. CET. For Challenge Period 2, submissions are due by February 3rd, 2012, at 11:59 p.m. CET. If your submission is received after the Challenge submission deadline, you will be automatically entered into the next Challenge period. For example, if Vemma receives your submission on October 2nd, 2012, you automatically will be entered into Challenge Period 2. Once a Brand Partner has completed their 12-Week Challenge, their first and last names; Vemma ID (VID); before and after photos from their 12-Week Challenge period; current weight in kilograms plus waist, hip and thigh body composition

measurements in centimeters; and a brief summary of their Challenge experience (250 words or less) must be submitted. Challenge results may be submitted online, by email to bode@vemma.eu.

Judging Process

Brand Partners must submit their before and after results to be eligible to win a Challenge. At the time of submission, Brand Partners must submit their 12-week before and after photos; before and after weight in kilograms; before and after waist, hip and thigh body composition measurements in centimeters; and a brief summary of their Challenge experience (250 words or less). For best results, full-length photos should be taken in a well-lit area with the Brand Partner standing upright with arms to their side in front of a blank wall. Photos deemed inappropriate will be discarded and considered not eligible. In this situation, the Brand Partner will not be considered registered until an acceptable photo is submitted. Photos must be original and may not be altered or retouched. All photos will become property of Vemma Europe and may be used in its marketing materials. Testimonials may be used for the purpose of marketing Vemma Bod•ē products, the Vemma Bod•ē 12-Week Transformation Plan and the Vemma Bod•ē 12-Week Transformation Challenge.

Once a Challenge submission deadline passes, Home Office will subjectively judge the participants based on before and after photos. This judging process will determine one (1) Grand Prize male and one (1) Grand Prize female and one (1) Runner-Up male and one (1) Runner-Up female. These four finalists each will receive a makeover and photo shoot retreat prize package as outlined below in the “Challenge Prizes” section of the “Challenge Official Rules

Home Office will apply these rules and judge the challenge in good faith. Any claims regarding the judging procedure shall be submitted by email to bode@vemma.eu and will be processed within 7 working days since the date of the receipt.

Winners will be contacted via phone and/or email. Odds of winning will depend on the amount of people who enter the Challenge. Challenge rules are subject to change at any time. Vemma reserves the right to terminate the Challenge at its own discretion at any time. If Vemma discovers that any winning Brand Partner submitted erroneous, falsified, or otherwise altered information, Vemma shall have the right to revoke all prizes issued.

Challenge Prizes

Grand Prize: Grand Prize male and female winners each receive a trip to Barcelona or London or Paris, plus EUR 500 in cash.

Winners will be able to choose their destination city from one of the three European cities: Barcelona or London or Paris. Vemma will provide round trip flights, luxury hotel accommodations based on double occupancy for three(3) nights. Round trip ground transportation will be provided at destination from the airport to the hotel and return. 500 EUR cash will be transferred to winner's bank account.

Winners must be in possession of valid passports or any other document allowing them to travel outside their country in order to accept this prize. No transfer, assignment, cash redemption or substitution of a prize is permitted. Acceptance of prize constitutes permission for the Vemma, or any of its related or affiliated entities, to use winners' names/likenesses for purposes of publicity,

advertising and promotion without further compensation unless prohibited by law.

In addition, one (1) Grand Prize male and one (1) Grand Prize female winners each receive a makeover retreat, video session and photo shoot. If Vemma selects a date and winner is unable to attend, then this portion of the prize will be forfeited. This prize contains round-trip airfare for two from the nearest major airport from their hometown to Gdansk, Poland. Round-trip ground transportation will be provided from the Gdansk airport to the hotel and to all of the scheduled events.

Hotel accommodations are based on double occupancy for three (3) nights. Winners will receive hair salon services that could include, but are not limited to, cut, color, shampoo, blow-dry and style, plus a professional makeup application that will be appropriate for camera. Vemma will appoint a photographer and local photo shoot location. Winners will be required to wear the wardrobe items selected for them during the shopping spree and wear the hair style and makeup that was provided to them. Vemma owns all rights to the photographs taken during the photo shoot, and winners of this prize give permission for the Vemma, or any of its related or affiliated entities, to use winners' names/likenesses for purposes of publicity, advertising and promotion without further compensation unless prohibited by law. Winners may bring one guest each; however, guests will not receive all of the same privileges of the winners (e.g., no shopping spree, no hair or makeup services, no video session and no photo shoot). All travel arrangements must be made through the Vemma

Runner-Up Prize: Runner-up male and female winners each receive a makeover and photo shoot.

One (1) Runner-up male and one (1) Runner-up female each receives a makeover retreat, video session and photo shoot. If Vemma selects a date and winner is unable to attend, then this portion of the prize will be forfeited. This prize contains round-trip airfare for two from the nearest major airport from their hometown to Gdansk, Poland. Round-trip ground transportation will be provided from the Gdansk airport to the hotel and to all of the scheduled events. Hotel accommodations are based on double occupancy for three (3) nights. Winners will receive hair salon services that could include, but are not limited to, cut, color, shampoo, blow-dry and style, plus a professional makeup application that will be appropriate for camera. Vemma will appoint a photographer and local photo shoot location. Winners will be required to wear the hair style and makeup that was provided to them. Vemma owns all rights to the photographs taken during the photo shoot, and winners of this prize give permission for the Company, or any of its related or affiliated entities, to use winners' names/likenesses for purposes of publicity, advertising and promotion without further compensation unless prohibited by law. Winners may bring one guest each; however, guests will not receive all of the same privileges of the winners (e.g., no hair or makeup services, no video session and no photo shoot). All travel arrangements must be made through the Vemma.

By submitting their results the Brand Partner agrees to the processing of their personal data, including information concerning their health condition, by Vemma for the purposes connected with marketing of the products and services offered. At the same time the Brand Partner agrees to receive information, including commercial information, trading offers and advertising messages, in electronic form.