

Cheekleaders Challenge Competition One
("The Promoter" hereby known as Benefit Cosmetics Ltd)

1. This competition is open to UK residents only. Entrants must be 18 years or over to enter. No purchase necessary. No alternative cash prizes.
2. This competition is not open to employees or immediate family of Benefit Cosmetics Ltd, its subsidiaries, associated companies, agents or anyone connected with the draw.
3. The competition will run from 07:00 GMT on Saturday 2nd March 2019 to 23:59 GMT on Sunday 3rd March 2019 (inclusive).
4. To enter the competition, entrants must 1) comment on the most recent Cheekleaders Instagram post on www.instagram.com/benefitcosmeticsuk, stating who their biggest cheer leader is, and 2) Tag in either @CCClarkeBeauty or @LailaLoves.
5. Two (2) winners will be randomly chosen from all entrants within 12 hours of the competition closing and contacted via Instagram Direct Message.
6. In the event a winner fails to claim their prize within 12 hours of being announced the winner is otherwise disqualified from the draw, the prize will be withdrawn and the entry will be void and another winner will be chosen.
7. Winners must be available to travel to Penrith on the morning of Friday 23rd March. In the event a winner is unable to attend the event on the given dates, the prize will be withdrawn and the entry will be void and another winner will be chosen. No alternative prizes are available.
8. The winners will receive:
 - a. Entry to the Cheekleaders Championships
 - b. Travel from anywhere in the UK to the Lake District on Friday 23rd March 2019 and return travel on Sunday 25th March 2019.
 - c. Two nights accommodation at Patterdale Hall, Glenridding, Penrith, CA11 0PN.
 - d. All food and drink from point of arrival at Patterdale Hall to point of departure.
 - e. All clothing and safety equipment required for each activity while at Patterdale Hall.
9. Winners will be allocated to either The Pink Squad or The Bronze Squad, to take part in The Cheekleaders Championships. The Championship includes five activities, which will allow each Squad to accrue points. The Squad which accrues the most points will win the Championships. Team members on the winning Squad will win £1,000 each; payable via bank transfer within 30 days of the Championships ending. Five (5) prizes of £1,000 each are available.
10. By taking part in The Cheekleaders Championships, participants must agree to be filmed, with the content being used on the Benefit Cosmetics social channels and website, and across key selected third party channels.
11. Entry into the competition is on the understanding and acceptance of these terms and conditions. Entry instructions form part of these terms and conditions. Any breach of these terms and conditions may result in a prize being forfeited.
12. The Promoter accepts no responsibility for entries not successfully completed due to a technical fault. Events may occur that render the prize draw itself or the

awarding of the prize impossible due to reasons beyond the control of the Promoter and entrants agree that no liability shall attach to the Promoter as a result thereof.

13. The Promoter reserves the right to amend, cancel, modify or offer an alternative prize in whole or part of equal or higher value in the event of unforeseen circumstances or if, in its sole discretion, the prize is not capable of being issued.
14. The Promoter and the Promoter's Administrator accept no responsibility for entries that are illegible or lost or delayed via technical problems. Proof of sending does not constitute proof of receipt.
15. Promoter's decision is final and no correspondence or other communication will be entered into regarding the draw other than as specifically contemplated in these rules.
16. The Promoter reserves the right to amend, alter or terminate this promotion at any time due to circumstances beyond its control.
17. The Promoter reserves the right to withhold the prize in the event of non-compliance with these terms and conditions or if the Promoter deems, in its absolute discretion, there to have been any malpractice.
18. The transmission of information via the internet is not completely secure. Although the Promoter will do its best to protect Personal Data, it cannot guarantee the security of Personal Data transmitted to it and any transmission is at your own risk.
19. The Promoter, including the officers, directors, employees, shareholders or agents of the Promoter, excludes all liability for any losses and/or damages of whatever nature and howsoever arising to the fullest extent permitted by applicable laws. The Promoter does not attempt to exclude or limit its liability for death or personal injury caused by its negligence or any other liability which cannot be excluded or limited under applicable laws.
20. These terms and conditions are subject to the laws of England and Wales. Any dispute shall be subject to the exclusive jurisdiction of the English courts.
21. The name and county of the winner will be available until 30th April 2019 and can be obtained by sending a request to the Digital Department at the Promoter's address below.
22. The PROMOTER: Benefit Cosmetics Ltd, Marconi Building, New Street, Chelmsford, Essex, CM1 1PH.