

2010 AQUAGE/SUSAN G. KOMEN SALON DISPLAY PROMOTION: OFFICIAL RULES

Nature of the Promotion: this promotion is designed to recognize and thank participating salons for their support for and creative marketing of Aquage products. Eligible salons must submit an 8" x 10" photo that shows the marketing of Aquage products to be eligible for a gift and/or charitable contributions in its name.

Sponsor: SalonQuest, LLC, 185 Chagrin Road, Chagrin Falls, Ohio 44023

1. Eligibility.

All salons located in the 50 United States (excluding territories and possessions) as of May 1, 2010 that have offered for resale one or more Aquage/Susan G. Komen gift sets or pink-banded Aquage hairspray duos (the "Product") acquired from an Aquage authorized distributor are eligible to participate in the Aquage/Susan G. Komen Display Promotion (the "Promotion"). However, salons that consult for SalonQuest, LLC ("Aquage"), or employ or retain any consultant or contractor that is, or whose immediate family member is, also an employee, consultant or contractor of Aquage are ineligible to participate in the Promotion. Eligible salons must have a signed an Aquage non-diversion/membership agreement on file at Aquage to participate.

2. Entries.

To participate in the Promotion, you must send via (a) first class mail, or (b) an email, an 8" X 10" color photo (at least a 300 dpi is recommended) of your in-salon Aquage/Susan G. Komen gift set display. Only one photo is required to participate, but you may submit additional photos either of other areas of your salon dedicated to the promotion of the Product or your salon team.

All photos must be submitted in one envelope or email per salon and must be marked with the subject "spring 2010 display promotion." Entries must be postmarked between 12:01 a.m. on March 1, 2010 and 11:59 p.m. on May 1, 2010. In the case of emailed photos, Sponsor's computer will constitute the official time clock for the Promotion.

All Entries must include all salon contact information, including address, name and phone number, and the name and contact information for your Aquage's authorized distributor.

Aquage also encourages participants to include with your entry photo(s) any marketing "success stories" in connection with sale of the Product or donations that Sponsor can share on its website. You need not provide sales or donation data and providing a success story is strictly voluntary and will not be judged in selecting gifts and recognition recipients.

(a) First class mail entries ("Entries") (and any success story) should be sent to:

Aquage Display Promotion
SalonQuest, LLC
7185 Chagrin Road
Chagrin Falls, OH 44023

(b) Email entries should be sent to:

info@aquage.com with the subject "Spring 2010 Display Promotion"

3. Awards and Recognition

Subject to the receipt of at least one qualified Entry in each tier, one recipient salon will be selected from each of the following tiers: (A) Tier 1: studio salons: 1 stylist; (B) Tier 2: 2-5 stylists; (C) Tier 3: 6-12 stylists; and (D) Tier 4: 13 or more stylists. Each selected recipient salon will be recognized with a \$250 dollar donation to Susan G. Komen for the Cure® in the salon's name and also may choose either (a) one free tuition for the stylist of its choice (\$550 retail value) in the salon's name to an Aquage Masterclass Academy, or (b) a \$250 Visa gift card in the salon's name (\$250 retail value). Each recipient salon also will receive an award certificate for display and recognition in an upcoming Aquage Heads Up and on the Aquage website.

In addition, the distributor Salon Consultant ("DSC") of a selected salon will receive a \$250 check issued from SalonQuest. There will be one DSC selected in each tier.

For those salons selecting the one free tuition for an Aquage MasterClass Academy, the salon is responsible for its own travel expenses, including but not limited to airfare, hotel and meals. Taxes, fees and all other charges, if any, are the sole responsibility of the selected salons.

Please allow at least 6-8 weeks for award delivery. By accepting the award, each recipient agrees to execute releases and discharges of Aquage and its subsidiaries and affiliates, officers, employees, and agents, from any liability or damage due in whole or in part to the participation in the Promotion or the acceptance, possession, use or misuse of any award. Awards are not redeemable for cash or substitutable for any other item by recipients. Aquage reserves the right to substitute a comparable award of like or greater value for any reason.

4. Selection of Gift and Recognition Award Recipients

All Entries will be judged by a panel of three employees of Aquage (each of whom work within our marketing and creative design departments) on the basis of their subjective opinion about how the creative use of the display adds to the marketing appeal of the Product, including (i) innovation/simplicity (ii) creativity, and (iii) overall display appearance. Recipients in each Tier will be selected on or before May 31, 2010 and will be notified by telephone and/or e-mail shortly thereafter. The decision of the judges shall be final and binding in all respects.

5. Our Right to Use Your Work and Information About You.

(a) Entries and other submitted material become the property of Aquage and will not be acknowledged or returned. By submitting an Entry, you represent and warrant that your Entry is wholly original and does not incorporate or include anything that is owned by any third party or would require the consent of any third party and that your Entry does not violate any copyright, trademark, publicity right, privacy right or any other right of any third party;

(b) By submitting an Entry and any "success story", you grant to Aquage the right, except where prohibited by law, to use your name, likeness, picture, address (city and state), e-mail address, voice, biographical information, submission/Entry and written or oral statements, for advertising and promoting Aquage and its products or services, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, address (city and state), e-mail address, biographical information, success story or Entry. The rights granted under this paragraph shall extend to all entrants in the display Promotion.

(c) The information that you provide in connection with the Promotion may be used for Aquage's own marketing purposes, but will not be transferred to third parties without your consent, except for the submission of any "success story" (which we may edit and include, post or publish on our website or in other marketing materials) or as necessary for the administration of the Promotion or as required by law or legal process.

6. General Rules.

a. If, for reasons beyond Aquage's control, the Promotion is not capable of running as originally planned, then Aquage, at its sole discretion, reserves the right to cancel or modify the Promotion, without liability.

b. All taxes (including, but not limited to, income taxes) are the sole responsibility of recipients, who may be required to execute (and have notarized) an Affidavit of Eligibility, a Liability Release and Copyright Ownership Agreement, and/or a Publicity Release (the "Affidavit/Release") which must be returned to and received by Aquage within fourteen (14) days from recipient's notification. Return of any award, award notification, or Affidavit/Release as undeliverable will result in disqualification and the award will be presented to an alternate recipient selected by the judges.

c. All entrants agree to comply fully with each provision in these Official Rules. Non-compliance with any of these requirements may result in disqualification, in which case an award will be presented to a qualifying alternate recipient. Any person who attempts to defraud or in any way tamper with this Promotion will be ineligible for any award(s) and may be prosecuted to the full extent of the law.

d. All Federal, state and local laws and regulations are applicable. Promotion is void where restricted or prohibited by law.

e. Entrants agree that Aquage shall not be liable for any losses or injuries of any kind resulting from: (i) acceptance/possession and/or use/misuse of award(s), (ii) participation in the Promotion, (iii) any delay or distortion of an Entry resulting from data transmissions that are garbled, incomplete, misdirected, lost, mutilated, delayed, corrupted, mechanically duplicated, illegible or otherwise not in compliance with these Official Rules.

f. By submitting any material, entrants agree to be bound by the decisions of the judges and these Official Rules and to comply with all federal, state, and local laws and regulations. Aquage is not responsible for lost, late, misdirected, damaged, or postage due mail. Entries that are mutilated, incomplete, illegible, inaccurate, deemed inappropriate by Aquage, appear to be forged, or irregular in any way, or otherwise not in compliance with these Official Rules, are also void.

g. Each submission must be wholly original and created entirely by you and must not incorporate or include anything that is owned by any third party or would require the consent of any third party for publication and your submission must not violate any law or the copyright, trademark, publicity right, privacy right or any other right of any third party.

6. Recipients' List.

To obtain a list of award recipients, send a self-addressed, stamped envelope to: The Aquage/ Susan G. Komen Display Proottiion, c/o SalonQuest, LLC 7185 Chagrin Road, Chagrin Falls, OH 44023. All requests must be received by June 30, 2010. The names of recipient salons will also be posted on the Aquage Website. Questions regarding the Promotion should be directed by mail to the Sponsor's address, above.