

2021 Official Giveaway Rules:

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

How to enter:

Colgate Oral Pharmaceuticals (“Sponsor”) invites you (“Entrant”) to enter the Colgate® Optic White® Professional Giveaway (“Sweepstakes”). To be eligible for the Sweepstakes, all entries must be submitted between 10:00 a.m EST Thursday October 14th and 11:59 PM EST Friday October 15th (“Sweepstakes Period”).

The Sweepstakes invites eligible individuals to participate in accordance with these Official Rules, for a chance to win. TEN (10) winners will be selected randomly from among all eligible submissions for that week to receive a Colgate® Optic White® Professional Take-Home Teeth Whitening Kit.

There is one way to enter the Sweepstakes:

Method of Entry: During the promotion Sponsor will make an Instagram post that calls for entries. Qualified entries must respond to this request by Following @cohistory and tagging a fellow RDH in the latest @cohistory IG post with #giveaway.

All Entries become the property of Sponsor and will not be returned or acknowledged. Only Entries which comply with the Official Rules will be considered. Entrants must have a valid email address. In the event of a dispute over the identity of an online Entrant, Entry will be deemed submitted by the authorized account holder of the Instagram account.

Entry grants Sponsor and its agents the right, but not the obligation, to use your entry, your first name and last initial in any and all media without further consideration to you.

Eligibility:

The Colgate® Optic White® Professional Giveaway (“Sweepstakes”) is open only to active dental hygienists residing in and registered in the United States, who are 18 years of age or older at the time of entry, who have a valid email address and Facebook/Instagram account. Selected winners will be asked to provide verification of an active dental hygiene license in the United States, subject to verification. If you do not have a Facebook/Instagram account, you can get one for free at www.facebook.com or www.instagram.com or download their free app. Void where prohibited. Employees of Colgate-Palmolive, its respective agencies, parents, subsidiaries and affiliates involved in this Sweepstakes and their immediate family members and/or those living in

the same household of each are not eligible. Void where prohibited by law. Sweepstakes subject to Facebook/Instagram's page terms detailed at [promotions on Facebook](#), One entry per person.

Prize Details/Odds:

TEN (10) winners will receive a Colgate® Optic White® Professional Take-Home Teeth Whitening Kit.

Prizes are non-transferable and no substitution by winners or cash equivalent is allowed. Sponsor reserves the right to substitute a Prize of equal or greater value at its sole discretion. All taxes on the prize, if any, are solely the responsibility of the recipient. ARV of each prize is \$250.00. ARV of all prizes: \$2,500.00. All federal, state, and local laws and regulations apply. Odds of winning depend on the number of eligible entries received.

Selection of Winners:

The winners will be determined in a random drawing from all eligible entries on Monday October 18th.

The TEN (10) winner drawing will be conducted via randomized software. Selections are final and binding in all matters relating to these Sweepstakes. Sponsor will announce winners of the giveaway on or about the day their name is drawn as a potential winner. Sponsor will also notify winners via direct message. At the time of notification, winners will be given instructions as to how to reply to Sponsor to claim their prize. If a Prize notification is returned as undeliverable, or not responded to within 24 hours, the Prize will be awarded to an alternate winner in a separate random drawing. Entry and acceptance of Prize constitutes permission (except where prohibited by law) to use each winner's first name and last initial for promotional purposes without further compensation. Prize will be awarded within thirty (30) days after the drawing.

General:

Entrants on their behalf, and on behalf of their respective heirs, executors, administrators, legal representatives, successors and assigns agree to release, defend, indemnify and hold harmless Sponsor, Facebook/Instagram, and those working on their behalf, and each of their respective officers, directors, representatives, employees, agents, successors and assigns, from any damage, injury, death, loss or other liability, either at law or equity, whether known or unknown, asserted or non-asserted, that may arise from or in any way relate to any Entrant's participation in this Sweepstakes or the awarding, acceptance, use or misuse of any Prize. Any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action. This Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of New York,

regardless of principles of conflicts of laws that may require the application of the laws of another jurisdiction. Any action or litigation concerning this Agreement shall take place exclusively in the federal or state courts sitting in New York, New York, and each Entrant expressly consents to the jurisdiction of and venue in such courts and waives all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. Each Entrant agrees to service of process by mail or other method acceptable under the laws of the State of New York. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES. ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEYS' FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE. In the event Sponsor is prevented from continuing with the Sweepstakes as contemplated herein, due to events, including but not limited to, fire, flood, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal, state, or local government law, order, or regulation, or order of any court or other causes not within Sponsor's control, Sponsor shall have the right to modify, suspend, extend or terminate the Sweepstakes. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of any winner or Prize. Entry materials/data that have been tampered with or altered, or mass Entries or Entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) lost, late, misdirected, damaged, illegible or entries; (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of Entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive Entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; (iii) any injury or damage to Entrant's or any other person's computer or mobile phone related to or resulting from participating in the Sweepstakes, or (iv) the failure of any third party to comply with the instructions and proper administration of this Sweepstakes. By participating in the Sweepstakes, Entrant (x) agrees to be bound by these Official Rules, including all eligibility requirements, and (y) agrees to be bound by the decisions of Sponsor and the independent judging organization, which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes. Sponsor reserves the right to: permanently disqualify from any Sweepstakes it sponsors any person it believes has intentionally violated these Official Rules; and terminate the Sweepstakes or the online portion of the Sweepstakes if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), or to select winners from among all eligible Entries received prior to termination. LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES

AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Winner is responsible for applicable taxes, if any.

Administration:

All decisions of the Sponsor regarding the selection of winners and all other aspects of the Sweepstakes shall be final and binding in all respects. Sponsor will not be responsible for typographical or printing or other errors, administration of the Sweepstakes, the announcement of the Prizes or other inadvertent errors in these Official Rules or other materials relating to the Sweepstakes.

This sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook or Instagram.

Winners Names:

For a list of winners (available after October 18th, 2021), send a self-addressed, stamped, business size (#10) envelope (postage not required for Vermont residents) by October 25th, 2021 to: Colgate® Optic White® Professional Giveaway, Prize Winners List Request, 300 Park Ave, New York, NY 10022

Privacy:

Information collected from entrants is subject to the Sponsor's Privacy Policy, which is located at <https://www.colgatepalmolive.com/en-us/legal-privacy-policy>

Sponsor:

Colgate Oral Pharmaceuticals, 300 Park Ave, New York, NY 10022.