

# L'ORÉAL USA

## L'Oreal USA, Maybelline-Garnier, Soft Sheen, Inc. COUPON REDEMPTION POLICY STATEMENT

This letter explains the terms and conditions under which L'Oreal USA, Maybelline-Garnier, and Soft Sheen, Inc. will reimburse customers for coupon submissions. Proper store redemption of our coupons authorizes you to submit for reimbursement by L'Oreal USA, Maybelline-Garnier, Soft Sheen, Inc.

**Your redemption of coupons signifies compliance with L'Oreal USA, Maybelline-Garnier & Soft-Sheen Inc.'s requirements, as outlined below.**

### **Redemption at the Store**

1. Coupons are redeemable only by a consumer purchasing the product(s) indicated.
2. Coupons may not be reproduced, photocopied, trimmed or altered in any way by the retailer or consumer.
3. Coupons are non-assignable and are void if transferred from their original recipient to any other person, firm or group. L'Oreal USA, Maybelline-Garnier, Soft Sheen, Inc. does not permit the unauthorized distribution, collection, sale or assignment of its coupons for any reason. Therefore, coupons are not to be used in swap boxes, taped to product or placed on hooks near L'Oreal USA, Maybelline-Garnier, Soft Sheen, Inc. products, gathered and distributed by any person or group for charitable fund-raising purposes, or otherwise used in any way except as described in Requirement 1 above.
4. Coupons are void if taxed, restricted, or prohibited by law.
5. The consumer must pay any applicable sales tax.
6. There is a limit of one coupon per purchase of the product and size(s) indicated.
7. Coupons only redeemable by authorized dealers located in the U.S., including Military bases.

### **Processing Coupons for Payment**

1. L'Oreal USA, Maybelline-Garnier, Soft Sheen, Inc. will accept properly redeemed and identified coupons directly from the retailer, through a retailer clearinghouse, or through a retailer-billing agent. Coupons from unauthorized intermediary agents will not be accepted.
2. All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number must be complied with.
3. To redeem coupons for L'Oreal USA, Maybelline-Garnier, Soft Sheen, Inc., send properly redeemed coupons to:

**NCH**  
**L'Oreal USA**  
**P.O. Box 880379**  
**El Paso, TX 88588-0379**

**NCH**  
**Maybelline-Garnier**  
**P.O. Box 880306**  
**El Paso, TX 88588-0306**

## **Policy for Payment and Denials**

- 1) You will be reimbursed for the following three items:
  - A. Face value of coupons or if the coupon calls for free merchandise, for your retail-selling price (up to the stated maximum amount).
  - B. 8¢ for handling each coupon properly redeemed. An industry study, independently conducted by Arthur Andersen, identified that the 8¢ covers the following costs:

• Front-End Handling by the retailer	4.8¢
• Store to Headquarters Accounting	.4¢
• Store Occupancy	.4¢
• Sundry Loss	.56¢
• Cost of Funds	.96¢
• Coupon Processing	.88¢

This covers any special handling, invoice preparation, or other fees.

- C. Reasonable postage
  - Retailers who sort and submit directly to our PO Box(es) will be reimbursed for reasonable postage indicated on the package received.
  - Retailers using a retailer clearinghouse or billing agent will be reimbursed at a per thousand rate of \$5.00/M.
- 2) You will NOT be reimbursed for unreasonable postage on any additional fees.
- 3) Coupon reimbursements may not be deducted from invoices.
- 4) Should you receive a denial and wish to challenge it, you must present to L'Oreal USA, Maybelline-Garnier, Soft Sheen, Inc. upon request evidence of purchase of sufficient stock to cover coupons submitted to us for payment.

## **Other Information**

1. The cash redemption value of each coupon is 1/20 of one cent.
2. It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy.
3. FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY AT THE SOLE OPTION OF L'OREAL USA, MAYBELLINE-GARNIER, SOFT SHEEN, INC. VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF L'OREAL USA, MAYBELLINE-GARNIER, SOFT SHEEN, INC. WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER FOR THEM.