Brita x innisfree FALL INTO ROUTINE, FALL INTO REFRESH 🍂✨
Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.

Each individual Contest ("Contest) will be announced via, a post on Instagram by @britacanada, or the Brita page on Facebook ("Contest Posting"). A Contest Posting will include how to enter, the start date, the entry deadline (if applicable), the method of determining the winner (e.g., random drawing), and the number of prize(s) and associated value(s). All information contained in a Contest Posting is incorporated herein by reference.

ELIGIBILITY: UNLESS OTHERWISE STATED IN THE CONTEST POSTING, OPEN ONLY TO LEGAL RESIDENTS OF CANADA, WHO ARE OF LEGAL AGE OF MAJORITY IN THEIR PROVINCE/TERRITORY OF RESIDENCE AT THE TIME OF THE CONTEST (the "Participant"). Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of Brita Canada Corporation ("Sponsor"), and Amorepacific Canada Inc. its parent, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the judges and/or Sponsor, which are binding and final on matters relating to this Contest. Contest is subject to all applicable federal, provincial, territorial and local laws and regulations and is void where prohibited.

TIMING: The Contest will begin on October 16, 2026, at 12:00 pm. Eastern Time ("ET") and ending on October 30, 2026, at 12:00 pm. ET ("Contest Period").

TO ENTER: To enter, follow the directions provided in the Contest Posting. All entries must be received by the date and time stated in the Contest Posting to be eligible. Entries received from any person/e-mail address/social media account in excess of the stated limitation will be void. Entries generated by script, macro or other automated means or by any means which subvert the entry process are void. All entries become the property of Sponsor and will not be acknowledged or returned.

REQUIREMENTS OF ENTRIES: Entry must be the original work of the entrant, may not have been previously published, and may not have won previous awards. Entry may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- is obscene or offensive; endorses any form of hate or hate group; appears to duplicate any other submitted Entries;
- defames, misrepresents or contains disparaging remarks about other people or companies;
- contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission, to the extent permission is necessary;
- contains any personal information, such as license plate numbers, personal names, e-mail addresses or street addresses;

- contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), without permission, to the extent permission is necessary;
- contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- contains look-alikes of celebrities or other public or private figures, living or dead;
- communicates messages or images inconsistent with the positive images and/or goodwill to which we wish to associate; and/or
- violates any law.

By submitting an entry, you represent the entry conforms to these Official Rules and understand that Sponsor may disqualify the entry for any reason, including if it determines, in its sole discretion, that the entry fails to conform to these Official Rules in any way or otherwise contains unacceptable content.

WINNER DETERMINATION: A random drawing will be held on or about the day following the final entry date set forth in the Contest Posting from all eligible entries received. Odds of winning depend on the number of eligible entries received. Potential winner(s) will be notified by direct message from @britacanada, @reply, comment and/or e-mail. Potential winners will be required to correctly answer a time-limited mathematical skill testing question without any assistance in order to be eligible to receive a prize. Sponsor reserves the right to conduct an alternative test of skill in lieu of the mathematical skill-testing question at its sole discretion and in accordance with applicable law. Potential winner(s) and may be required to execute and return a declaration of compliance and release of liability/publicity within seven (7) days of date of issuance. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, or a potential winner is not in compliance with these rules, prize will be forfeited and, at Sponsor's discretion, an alternate winner selected.

PRIZE(S): There is one (1) Ultimate Fall Routine Restock gift pack prize available to be won, consisting of:

1 x Brita Denali Pitcher + Brita Elite Filter
1 x Brita Water Bottle + Filter
1 x Innisfree Daily UV Defense Sunscreen Lotion
1 x Supercharged Green Tea Duo set consisting of Green Tea Ceramide Milk + Green Tea Ceramide Mist (mini)
1 x Green Tea Mighty Mini set which consists of Mini Green Tea Ceramide milk, Green Tea Seed Hyaluronic Cream (travel-size) + Green Tea Caffeine Eye Serum (mini)
1 x innisfree branded Travel Bag + Mirror

TOTAL Approximate Retail Value (AVR): $179.76 CAD

Prizes are awarded “as is” with no warranty or guarantee, either express or implied. Prizes may not be substituted or redeemed for cash, however Sponsor reserves the right, at its sole discretion, to substitute a prize (or portion thereof) with one of comparable or greater value. Winners are responsible for all applicable federal, provincial and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor’s sole discretion. Limit one (1) prize per household.

PUBLICITY GRANT: Each winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, social media handle, address (city and state), photograph (including, without limitation, profile photo), voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval.

GRANT OF RIGHTS: By submitting an entry, each Participant grants to Sponsor and its licensees, successors and assigns an irrevocable, perpetual, unlimited, royalty-free, fully paid-up license to reproduce, distribute, display, exhibit, exploit, perform, edit, create derivatives of, and otherwise use the entry and all elements of such entry, together with any other material, and the name, user name, city and state of residence, entry, voice, image and/or likeness of entrant (including, but not limited to, profile photo), in any and all media now known or hereafter devised, in any manner, in whole or in part, worldwide, without compensation or notification to, or permission from, entrant or any third party, for any purpose whatsoever, including without limitation, for purposes of advertising or trade. Released Parties (as defined below) are not responsible for any use of entries by third parties.

GENERAL CONDITIONS: Released Parties are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered or garbled entries, tweets, retweets, comments, email, or other communications of any kind; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prize(s) or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to participants' or to any other person's computer or other device related to or resulting from participating in this Contest or downloading materials from or use of the web site. Persons who tamper with or abuse any aspect of the Contest or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest at any time and for any reason, including, but not limited to, should any portion of the Contest be, in Sponsor’s sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, and, if terminated, at its

discretion, select the potential winner(s) from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Entrants, by participating, agree that Sponsor, Meta Platforms, Inc. (dba Facebook and Instagram), and their respective parent, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Contest. In the event of a dispute regarding entries received from multiple users having the same e-mail or social media account, the authorized subscriber of the e-mail account or social media account at the time of entry will be deemed to be the entrant and must comply with these rules. Authorized account subscriber of the e-mail account is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses. Authorized account subscriber of the social media account is the natural person who is assigned the social media account by the applicable platform.

DISPUTES: The Contest is void where prohibited by law and is subject to all applicable Canadian federal, provincial, territorial, municipal and local laws. This Contest shall be governed exclusively by the laws of the Province of Ontario, including all issues and questions concerning the construction, validity, interpretation and enforceability of these rules, rights and obligations of the entrant between entrants and the Sponsor, and procedural provisions, without giving effect to any choice of law or conflict of law rules. Any dispute shall be adjudicated by the courts sitting in the City of Toronto in the Province of Ontario.

PRIVACY. Information collected from Participant is subject to Sponsor's Privacy Policy https://www.thecloroxcompany.com/privacy/.

WINNERS' LIST: The name(s) of the winner(s) for a specific Contest will be announced at https://www.brita.ca/contest-rules-and-winners/

SPONSOR: Brita Canada Corporation, 150 Biscayne Crescent, Brampton, Ontario L6W 4V3 Canada.

ADMINISTRATOR: Devon Communications Ltd., 1052 Queen Street, W, Toronto, Ontario M6J 1H7.

THIS CONTEST IS NOT SPONSORED, ENDORSED OR ADMINISTERED BY INSTAGRAM OR FACEBOOK

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