

Be Trū Wellness™ Instagram Hashtag Contest 2019

#PetLovers Instagram Photo Contest with Be Trū Wellness™

Instagram Photo Contest Rules:

Introduction: BeTruWellness.com is offering an Instagram Hashtag Photo Contest NO PURCHASE NECESSARY.

To Enter:

1. FOLLOW @betruwellness on Instagram,
2. POST a photo of your furry friend related to the specific hashtag. Photos must be posted during the timeline of each weekly contest,
3. TAG @betruwellness in your post and
4. USE the announced weekly contest hashtag

Winners will be selected based on qualified entries with the most likes generated on the hashtagged photo posted during the timeframe of each of the weekly contests.

Each weekly Instagram photo contest begins on Thursdays beginning March 28 12:01 am Pacific Daylight Time (PDT) and end on each of the following Tuesdays at 5:00 pm PDT. Winners will be selected based on qualified entries with the most likes generated on the hashtagged photo posted during the timeframe of each of the weekly contests. Winners will be notified via Instagram Direct Messaging.

Instagram Photo Contest may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Instagram Photo Contest is governed exclusively by the laws of the United States. You are not authorized to participate in the Instagram Photo Contest if you are not located within the 50 United States or the District of Columbia.

Eligibility: Entrant must be a legal resident of the United States who is 18 or older. Employees of Sponsors, their respective parents, subsidiaries, affiliates, advertising and promotion agencies and their family/household members (defined as parents, spouse, children, siblings, grandparents) are not eligible to enter. Void outside the fifty United States and the District of Columbia, and where prohibited, taxed, or restricted by law. All federal, state and/or local rules and regulations apply.

Start/End Dates: Each weekly Instagram photo contest begins on Thursdays beginning March 28 12:01 am Pacific Daylight Time (PDT) and end on each of the following Tuesdays at 5:00 pm PDT. Winners will be selected based on qualified entries with the most likes generated on the hashtagged photo posted during the timeframe of each of the weekly contests. Winners will be notified via Instagram Direct Messaging.

for subsequent weeks on Thursdays at 12:01 PDT and ending on Tuesday at 5:00 PDT until the contest is over.

How to Enter:

- 1.FOLLOW @betruwellness on Instagram,
2. POST a photo of your furry friend related to the specific hashtag. Photos must be posted during the timeline of each weekly contest,
3. TAG @betruwellness in your post and
4. USE the cat/dog hashtag announced at the beginning of the contest, examples:
#BTWSILLYDOG #BTWSILLYCAT

Winners will be selected based on qualified entries with the most likes generated on the hashtagged photo posted during the timeframe of each of the weekly contests.

Entrants must have a valid email address. No automated entry devices and/or programs permitted. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Sponsor.

Prizes:

One winner with the most likes on photos posted during the timeframe of the contest in each of the hashtags will receive the fabulous #PetLover Weekly prize:

Pamper Your Dog Basket - \$200 RETAIL VALUE	Pamper Your Cat Basket \$200 RETAIL VALUE
Dog Bed - \$59	Cat Bed - \$59
Dogchies - peanut butter hemp extract oil - \$69	Catchies - catnip hemp extract oil - \$45
Dogchies hemp treats - \$35	Catchies cod liver hemp oil - \$59
Dog toys - \$25	Cat toys - \$25
S&H \$15	S&H \$15
\$200 retail value	\$200 retail value

Odds of winning depend on the number of eligible entries received as deemed by Be Trū Wellness™ staff. Potential winner(s) will be notified by Direct Message through Instagram on or about the Thursday following each weekly contest end. Each entrant selected as a potential winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements.

Sponsors make no warranties with regard to the prizes. Prizes are not transferable. No substitutions of prize allowed by winner(s), but Sponsors reserve the right to substitute a prize of equal or greater value due to prize unavailability. Prizes are not redeemable by winner for cash value. All taxes, fees and surcharges on prizes are the sole responsibility of winner.

Affidavit of Eligibility/Release: The winner will be required to execute an Affidavit of Eligibility, a Liability Release and where lawful, a Publicity Release within 14 days of prize notification. If the winner cannot be contacted within three calendar days of first notification attempt, if prize or prize notification is returned as undeliverable, if winner rejects his/her prize or in the event of noncompliance with these Instagram Photo Contest rules and requirements, such prize will be forfeited and an alternate winner will be selected from all remaining eligible entries. Upon prize forfeiture, no compensation will be given. Limit one prize package per person or household.

Conditions: Sponsor will have rights to photograph winner. Entry constitutes permission to winner's name, picture, likeness, and city and state of residence for purposes of trade, publicity or promotion for no additional compensation except where prohibited by law. By participating, entrants, winner(s) agree to release and hold harmless Sponsors, and their respective parent companies, subsidiaries, affiliates, advertising and promotional agencies, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Instagram Photo Contest, or possession, acceptance and/or use or misuse of prize or participation in any Instagram Photo Contest-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsors are not responsible if Instagram Photo Contest cannot take place or if prizes cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.

Miscellaneous: All entries become the sole property of Sponsor(s) and none will be returned. In the event of a dispute, entries made by Internet will be deemed made by the authorized account holder of the Instagram address submitted at the time of entry. The authorized account holder is deemed the natural person who is assigned to an Instagram address by an Internet access provider, service provider or other online organization that is responsible for assigning Instagram addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Sponsor(s) with proof that the potential winner is the authorized account holder of the Instagram address associated with the winning entry. If for any reason the Instagram Photo Contest is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Instagram Photo Contest, Sponsor(s) reserve(s) the right in [its/their] sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Instagram Photo Contest. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or

unauthorized access to, or alteration of, entries. The Sponsor is/are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor(s) on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Instagram Photo Contest.

Sponsor may prohibit an entrant from participating in the Instagram Photo Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Instagram Photo Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR(S) RESERVE(S) THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

Use of Data: Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at <https://betruwellness.com/pages/privacy-policy> . By participating in the Instagram Photo Contest, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

List of Winners: To obtain a list of winners, contact Julie Wilson, Be Trū Wellness, Inc. 21621 Nordoff St, Chatsworth, CA 91311

Sponsor(s): The Sponsor of this photo contest is: Be Trū Wellness, Inc., 21621 Nordoff St. Chatsworth, CA 91311