12 Days of Oathmas: Mad Hippie

Official Contest Rules

By entering into the 12 Days of Oathmas: Mad Hippie (the "Contest"), you acknowledge that you have read and agree to be bound by these rules (the "Official Rules") and the decisions of Oath Nutrition, which shall be final and binding in all matters relating to the Contest. You represent and warrant that you meet all eligibility requirements set forth in these Official Rules, including, without limitation, age and residency requirements, and that you are not otherwise ineligible to participate. You further agree to comply with all applicable laws and regulations. You further acknowledge that winning a prize is contingent upon fulfilling all the requirements set forth herein. This Contest is sponsored by Trove Nutrition, LLC, owner of the brand Oath Nutrition® (referred to in these rules as "Oath Nutrition").

Mad Hippie has supplied skincare products for use as part of the prize and is not a sponsor or administrator of this Contest. Mad Hippie is not responsible for the Contest, entries, winner selection, prizes, or shipping. Oath Nutrition is not affiliated with, endorsed by, or sponsored by any third-party brands, companies, or product manufacturers referenced in connection with the Contest (including without limitation any brands whose products may be included as giveaway items), except where expressly stated. All third-party trademarks, logos, and product names are the property of their respective owners and are used solely for prize description purposes.

How to Enter: Follow @oathnutrition and @madhippiebeauty. Like the giveaway announcement post, or other post as may be directed on Instagram and tag at least one friend. A second entry may be obtained if Contestant also hits the repost button. When sharing or posting about the Contest on social media, Contestants must clearly and conspicuously disclose their participation in the Contest by including #OathNutritionGiveaway and #Sweepstakes (or substantially similar disclosure) in the post, in accordance with the Federal Trade Commission's Endorsement Guides (16 C.F.R. Part 255). NO PURCHASE NECESSARY. PURCHASING PRODUCT FROM OATH NUTRITION OR A PAYMENT OF ANY KIND WILL NOT INCREASE THE CHANCES OF WINNING.

Alternate Method of Entry (AMOE). To enter without following, liking, tagging, or reposting on Instagram, send an email to marketing@oathnutrition.com during the Contest Period with the subject line "12 Days of Oathmas: Mad Hippie Entry" and including in the body of the email your full name, email address, and a statement confirming that you meet the eligibility requirements set forth in these Official Rules. Each qualifying email submission will receive one (1) entry, which carries the same chance of winning as the base Instagram entry (follow, like, and tag). To obtain a second entry equivalent to the bonus entry available via reposting on Instagram, send a second email to marketing@oathnutrition.com during the Contest Period with the subject line "12 Days of Oathmas: Mad Hippie Bonus Entry" and the same information

described above. Limit two (2) AMOE entries per person in total. AMOE entries must be received during the Contest Period. No purchase, payment, subscription, or other considerations are required to enter via AMOE. Illegible, incomplete, or duplicate entries beyond the two-entry limit are void.

The odds of winning the Contest will depend on the number of eligible entries received. The contest winner will be selected at random.

Eligibility Rules: Contestants must be natural persons who are legal residents of, and physically located within the Continental United States and Hawaii, and of the legal age of 18 at the time of entry. The Contest begins when the Contest announcement is posted on Oath Nutrition's @oathnutrition Instagram account and ends on December 2, 2026, at 11:59 PM MST (the "Contest Period"). All entries must be received during the Contest Period to be eligible.

Employees of Oath Nutrition and their immediate family members (spouses, parents, children, siblings and their respective spouses) are not eligible for the Contest regardless of where they reside. Those living in the same household as an Oath Nutrition employee are not eligible for the Contest (whether related to the employee or not).

Individuals who have won a sweepstakes, giveaway or contest sponsored by Trove Nutrition, LLC in the last 12 months are not eligible for the Contest.

The Contest is void in Puerto Rico, all U.S. territories and possessions, and where otherwise prohibited or restricted by law.

Prizes: The Contest prize shall consist of: one (1) Oath Nutrition® White Grape Pear Refreshers Clear Protein (estimated value $44.99 USD), one (1) Oath Nutrition® Raspberry Grapefruit Refreshers Clear Protein (estimated value $44.99 USD), one (1) Oath Nutrition® Lemonade Refreshers Clear Protein (estimated value $44.99 USD), one (1) Mad Hippie Vitamin C Serum (estimated value $17.99 USD), one (1) Mad Hippie AHA + BHA Milk Serum (estimated value $22.00 USD), and one (1) Mad Hippie Cheek and Lip Tint (estimated value $20.00 USD) (total approximate retail value $195.00 USD). Oath Nutrition reserves the right to modify this prize by substituting alternative awards with an estimated value equal to or greater than the prize listed in the Official Rules. Substitutions shall be made at Oath Nutrition's sole discretion and may be made at any time, with or without notice. Delivery address for the prize must be within the Continental United States and Hawaii. Oath Nutrition products are intended for use as supplementation to a healthy balanced diet. Contestants are responsible for reviewing ingredients and allergen information before consuming any Oath Nutrition product. Oath Nutrition is not liable for allergies, sensitivities or other adverse reactions. Specific Oath Nutrition claims and statements have not been evaluated by the Food and Drug Administration.

All prize winners acknowledge that he or she is ultimately responsible for all federal, state and local taxes due in relation to the prize. All prizes are awarded "as is" with no warranty, guarantee or representations, either express or implied by Oath Nutrition. No interest will be paid on any prize. All costs and expenses associated with prize acceptance and use not specified herein as being provided are the sole responsibility of the prize recipient. Prizes are non-transferable and non-assignable, with no cash redemptions or substitutions, except at Oath Nutrition's sole discretion. There will be no substitutions for any prize except by Oath Nutrition who reserves the right to substitute a prize with one of comparable or greater value at their sole discretion.

How to Claim Prize. After a Contestant is randomly selected, Oath Nutrition shall attempt to notify Contestant by Instagram DM or by email if the selected Contestant entered through the Alternate Method of Entry (AMOE). Oath Nutrition is not responsible for any undelivered messages, emails, DMs or other communications, including because of selected Contestant's privacy settings, spam filter settings, or other technical issues of any social media program or site.

The selected Contestant shall have 24 hours from the time of Oath Nutrition's first attempt to notify the Contestant to respond to Oath Nutrition and provide any requested information or fill in any forms or documentation as deemed necessary by Oath Nutrition. Oath Nutrition reserves the right, in its sole discretion, to verify the eligibility of any selected Contestant, including by requiring the Contestant to provide proof of identity, age, residency, and compliance with these Official Rules (for example, a copy of a government-issued photo identification). Oath Nutrition may also require the selected Contestant to execute and return an affidavit of eligibility and liability release (and, where permitted by law, a publicity release) within the 24-hour response window or such other period as Oath Nutrition may specify. Failure to respond within the required period, failure to provide requested verification, failure to execute and return required documentation, or any determination by Oath Nutrition that the Contestant does not meet the eligibility requirements or has otherwise violated these Official Rules shall result in forfeiture of the prize. If the prize is forfeited, if the selected Contestant cannot be verified, if any information provided by the Contestant is determined to be false, inaccurate, or incomplete, or if the Contestant is otherwise disqualified, Oath Nutrition may, in its sole discretion, select an alternate Contestant at random from the remaining eligible entries. Oath Nutrition is not obligated to award the prize if no eligible Contestant can be identified or verified after a reasonable number of alternate selections, as determined by Oath Nutrition in its sole discretion.

Additional Terms and Conditions: If it is discovered that a Contestant has registered or attempted to register multiple times using multiple social accounts, e-mail addresses, telephone numbers, and/or multiple identities, such individual's Contest entry will be declared null and void. Oath Nutrition reserves the right to disqualify any Contestant or Entry that does not meet the requirements of these Official Rules.

Warranty. By entering the Contest, each Contestant represents, warrants and covenants that (a) each Entry complies in all respects with these Official Rules, and (b) the Contestant has the right and power to enter the Contest and perform all the Contest obligations.

Privacy. By participating in the Contest, each Contestant authorizes Oath Nutrition to collect, use, process, transfer, and store all data provided by such Contestant, including without limitation personal data, in and to the United States or any location(s) throughout the world that Oath Nutrition deems necessary, whether within Contestant's country of residence or elsewhere, and with such party/parties as Oath Nutrition deems appropriate, for purposes of administration of the Contest. All information submitted to Oath Nutrition as part of this Contest will be treated in accordance with Oath Nutrition's privacy statement, available at https://trovebrands.com/pages/privacy-policy. Personal information will be used only to: (a) provide information about the Contest; (b) contact and publicize potential winners. Contestants may be given the option to receive commercial e-mails from Oath Nutrition; however, eligibility to participate in the Contest is not dependent upon the Contestant's consent to receive such emails.

Contestants may unsubscribe from commercial e-mails at any time by following the unsubscribe instructions in any such e-mail or as described in Oath Nutrition's privacy policy. California residents have rights under the California Consumer Privacy Act ("CCPA"), as amended by the California Privacy Rights Act ("CPRA"), including the right to know, the right to delete, the right to correct, and the right to opt out of the sale or sharing of personal information. For a description of these rights and how to exercise them, please refer to Oath Nutrition's privacy policy at https://trovebrands.com/pages/privacy-policy. The Contest is not directed at, and is not open to, individuals under the age of 18. Oath Nutrition does not knowingly collect, use, or disclose personal information from individuals under the age of 18 in connection with the Contest. If Oath Nutrition becomes aware that personal information from an individual under the age of 18 has been submitted, Oath Nutrition will delete such information and disqualify the entry.

Release and Limitations on Liability. By participating in the Contest, Contestants agree to release and hold harmless Oath Nutrition and each of its respective affiliates, sales representatives, distributors, licensees, agents, advertising and Contest agencies, and all directors, trustees, officers and employees of any of the foregoing entities (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest, or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) lost, late, misdirected, incorrect, garbled, or incompletely received entries; (e) errors in the administration of the Contest or the processing of entries; (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Contestant's participation in the Contest or acceptance,

receipt, use, or misuse of any prize; or travel to any Contest-related events; and (g) any claims based on publicity rights, copyright/trademark infringement, intellectual property rights, defamation or invasion of privacy and merchandise delivery. In the event that Contestant breaches any of these Official Rules, Released Parties shall be entitled to and may seek indemnification from Contestant for recovery of all legal fees, damages, costs, claims and other expenses that may be incurred by Released Parties as a result of the aforementioned breach. Contestant further agrees to release the Released Parties and their designees and assigns from any liability whatsoever, and waive any and all causes of action, for any claims, costs, injuries, losses and damages of any kind arising out of or in connection with the Contest or acceptance, possession, or use of any prize (including, without limitation, attorneys' fees, claims, costs, personal injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. Oath Nutrition is not responsible if any prize cannot be awarded due to delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.

Social Media Sites: Giveaways that are announced on, or whose entry involves the use of, any third-party social media site, are in no way sponsored, endorsed, administered by, or associated with such site, the owner of such site or their parent company. Examples of such sites include Instagram, Facebook, and TikTok. Oath Nutrition is not responsible for any terms and conditions related to such site. By entering, you release Instagram, Facebook, TikTok or other social media site from any and all liability related to the Contest. You further agree that by entering the Contest you have voluntarily agreed to the terms and conditions of such site and release Oath Nutrition from any and all liability related to your use of such social media site.

Miscellaneous. The decisions of Oath Nutrition are final with respect to all aspects of this Contest. The Contest and these Official Rules will be governed, construed and interpreted under the laws of the State of Utah, without regard to choice of law principles. Except where prohibited, each Contestant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the applicable state or federal courts situated in Salt Lake County, Utah; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, except where prohibited by applicable law, but in no event attorneys' fees; (3) under no circumstances will Contestant be permitted to obtain awards for punitive, incidental, special, consequential or other damages, including without limitation, lost profits, (collectively, "Special Damages"); and (4) Contestant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims. Without limiting the foregoing, each Contestant who is a California resident expressly waives the provisions of California Civil Code §1542, which

provides: “A general release does not extend to claims that the creditor or releasing party does not know or suspect to exist in his or her favor at the time of executing the release and that, if known by him or her, would have materially affected his or her settlement with the debtor or released party.” Each Contestant acknowledges and agrees that this waiver is an essential and material term of these Official Rules. In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problems, or any condition caused by events beyond the reasonable control of Oath Nutrition that may cause the Contest to be disrupted or corrupted, Oath Nutrition may, in its sole discretion, either: (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules; or (b) award the prize from among the non-suspect, eligible entries received up to the time of the impairment. Oath Nutrition reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process, the operation of the Contest, to be acting in violation of these Official Rules or any applicable laws relating to the Contest, or in an unsportsmanlike or disruptive manner, and to resolve all disputes in its sole discretion. Any attempt by any person to undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Oath Nutrition reserves the right to seek damages from any such person to the fullest extent permitted by law. Oath Nutrition’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If any provision of these Official Rules is held to be invalid, illegal, or unenforceable by a court of competent jurisdiction, such provision shall be severed and the remaining provisions shall remain in full force and effect.

Winners List; Official Rules. For a list of winners and/or a copy of these Official Rules, contact Oath Nutrition’s contest team at the address and/or e-mail address noted below. Requests for the winner’s list will only be accepted after the end of the Contest Period. Winner’s name or username may be announced via @oathnutrition’s Instagram account following confirmation.

Sponsor. The Contest is sponsored by Trove Nutrition, LLC (“Oath Nutrition”). Sponsor’s mailing address is 350 S. 850 E., Lehi, UT 84043. Sponsor’s e-mail address is customerservice@oathnutrition.com.