Optic White Purple Level Up

Competition Name:	Optic White Purple Level Up
Promoter Name:	Colgate-Palmolive (Pty) Ltd ("Colgate and/or Promoter")
Promoter Address:	Colgate House, Building No. 7, Maxwell Office Park, Magwa Crescent West, Waterfall City, Jukskei View, 2090
Entry Period:	00:01 am 07 September 2026 until 11:59 pm 31 October 2026
Available Prizes:	Grand Prize - Custom designed garment & photoshoot up to the value of R75,000 Weekly Prize - Billboard appearance for one week

1. **Rules:** These rules apply to all entries for Colgate's **Optic White Glow Up Campaign.** By entering into this Competition, you agree, on behalf of yourself and any person with whom you may share any benefit with (if applicable), to be bound by these terms and conditions contained in this document ("**rules**") and all applicable Colgate policies, including but not limited to Colgate's Privacy Policies. If you do not agree to these rules and the applicable policies, you must not enter into this Promotion and/or share your 'selfie' on/through Colgate's Meta platforms or taking a picture where you tag Promoter's official Meta platform's handle

2. **BY ENTERING INTO THIS COMPETITION YOU EXPRESSLY ASSIGN TO AND GIVE COLGATE-PALMOLIVE (PTY) LTD PERMISSION, LICENSE AND AN UNLIMITED IRREVOCABLE WORLDWIDE RIGHT TO UTILISE AND REPURPOSE YOUR CONTENT, LIKENESS, SOCIAL MEDIA WITHOUT COMPENSATION OR ROYALTIES OF ANY KIND.**

3. **BY ENTERING THIS COMPETITION YOU EXPRESSLY ACKNOWLEDGE AND CONSENT TO HAVING YOUR ENTRY SELFIE, SOCIAL MEDIA HANDLE AND LIKENESS USED BY THE PROMOTER WITHIN SOUTH AFRICA ON OUT OF HOME BILLBOARDS AND SOCIAL MEDIA CHANNELS. IF YOU DO NOT CONSENT TO THIS USAGE THEN YOU MUST NOT ENTER INTO THIS COMPETITION.**

4. **Who may enter and Qualification Criteria:** The criteria (hereinafter referred to as "**Criteria**") to be eligible to enter into this Competition and stand a chance to win a Prize is the person must be over the age of 18 and a South African citizen or a resident, who submits a valid entry into this competition. For the Grand Prize the Participant must be present in Gauteng. Specifically for the Grand Prize the participant must be located in Gauteng.

   Participants must enter within the Competition Closing Date

   The competition is not open to directors, members, partners, employees, agents or consultants of the Promoter, any person who controls or is controlled by the Promoter, or any supplier of goods or services in connection with the competition, or their respective spouses, life partners, business partners or immediate family members.

5. **How to enter:**
   a. For the Grand Prize:
      i. Must enter within the first week of the Competition; and
      ii. Purchase an Colgate Optic White Purple Toothpaste during the campaign period as evidenced by valid tillslip/invoice; and
      iii. On Meta Platforms:
         1. Take a selfie holding the product; and
         2. Posts the selfies holding the product on a Meta platform; and
         3. Tags the official Colgate Meta page; and
         4. Follow Colgate on either Instagram @coglatesa or on Facebook page ColgateSouth Africa.

   OR

      i. Must enter within the first week of the Competition; and
      ii. Purchase an Colgate Optic White Purple Toothpaste during the campaign period as evidenced by valid tillslip/invoice; and
      iii. On Meta Platforms:

1. Take a selfie holding the product; and
2. Send Colgate a Direct Message of the selfie holding the product to Colgate's official Meta platform pages being ; and
3. Tags the official Colgate Meta page @coglatesa for Instagram or on Facebook page ColgateSouth Africa.

b. For Weekly Prizes:
   i. Purchase an Colgate Optic White Purple Toothpaste during the campaign period as evidenced by valid tillslip/invoice; and
   ii. On Meta Platforms:
      1. Take a selfie holding the product; and
      2. Posts the selfies holding the product on a Meta platform; and
      3. Tags the official Colgate Meta page; and
      4. Follow Colgate on either Instagram @coglatesa or on Facebook page ColgateSouth Africa.

   OR

   i. Purchase an Colgate Optic White Toothpaste during the campaign period as evidenced by valid tillslip/invoice; and
   ii. On Meta Platforms:
      1. Take a selfie holding the product; and
      2. Send Colgate a Direct Message of the selfie holding the product to Colgate's official Meta platform pages being ; and
      3. Tags the official Colgate Meta page @coglatesa for Instagram or on Facebook page ColgateSouth Africa.

Participants may enter the competition across multiple social media platforms on which this competition is being run. Each Participant can only win once across all platforms regardless of the number of entries.

As far as the law allows, all entries are treated as being entered into the competition at the time of receipt by the Promoter. It is your responsibility to ensure that your entry is received by us during the Competition Period indicated above. Any entries which are not received timeously will not be eligible to participate, regardless of the reason for the late entry. The Promoter and its affiliates are not responsible for any entries which are not received by it, regardless of the cause for non-receipt. The Promoter and its affiliates are not responsible for any problems or technical malfunction of any telephone or mobile network, computer system, server, or provider which may have hindered entry into this competition.

6. **Draw:**

Grand Prize Daw
All eligible participants who enter into the competition within the first week of the competition period shall be entered into the Grand Prize Draw which will take place on 14 September 2026. One eligible participant shall be randomly selected by the Promoter (**"Grand Prize Provisional Winner"**).

The **Grand Prize Provisional Winner** will be contacted by Colgate-Palmolive via the Meta Platform on which the entry was submitted. The Promoter will attempt to make contact with the Provisional Winner at least once, but if the **Grand Prize Provisional Winner does not respond within 24 hours of the Direct Message from the Promoter**, the **Grand Prize Provisional Winner** will forfeit his/her prize and the Promoter reserves the right to select a new **Grand Prize Provisional Winner**.

The **Grand Prize Provisional Winner** will be required to provide Promoter with any such information as may be required by the Promoter, including without limitation, certified copies of identity documents, in order to verify and assess that the **Grand Prize Provisional Winner** satisfies the Criteria and Entry requirements. **Grand Prize Provisional Winner** will have 24 hours from the time that they have been notified to submit to the Promoter the required documentation. The

Promoter reserves the right, at its sole discretion, to disqualify the **Grand Prize Provisional Winner**, based on the information submitted and by review of its internal records, the **Grand Prize Provisional Winner** do not satisfy the Criteria or the information submitted is fraudulent or inconsistent with the information previously submitted.

Weekly Prize Draw

All eligible participants who enter into the competition during the competition period shall be entered into the Weekly Prize Draw. Each week all eligible participants will be placed in the weekly draw which will take place on the following Monday of the week of the competition in which the eligible participant entered the competition. One eligible participant shall be randomly selected by the Promoter (**"Weekly Prize Provisional Winner"**).

The **Weekly Prize Provisional Winner** will be contacted by Colgate-Palmolive via the Meta Platform on which the entry was submitted. The Promoter will attempt to make contact with the Provisional Winner at least once, but if the **Weekly Prize Provisional Winner does not respond within 24 hours of the Direct Message from the Promoter**, the **Weekly Prize Provisional Winner** will forfeit his/her prize and the Promoter reserves the right to select a new **Weekly Prize Provisional Winner**.

The **Weekly Prize Provisional Winner** will be required to provide Promoter with any such information as may be required by the Promoter, including without limitation, certified copies of identity documents, in order to verify and assess that the **Weekly Prize Provisional Winner** satisfies the Criteria and Entry requirements. **Weekly Prize Provisional Winner** will have 24 hours from the time that they have been notified to submit to the Promoter the required documentation. The Promoter reserves the right, at its sole discretion, to disqualify the **Weekly Prize Provisional Winner**, based on the information submitted and by review of its internal records, the **Weekly Prize Provisional Winner** do not satisfy the Criteria or the information submitted is fraudulent or inconsistent with the information previously submitted.

7. **Winner Selection:** The Promoter, will assess the documents submitted in order to verify the accuracy of the information provided as well as the Promoter's internal records related to the signup, whether the provisional winner(s) are suitable for the Promoter's brand identity and confirm that the provisional winner(s) satisfy the Criteria. Upon satisfaction that the provisional winner(s) have provided accurate information and the provisional winner(s) satisfy the Criteria, the provisional winner(s) will be awarded the Prize to which he/she is eligible ("**Confirmed Winner(s)**").

8. **Winner Notification**: The Confirmed Winner(s) will be contacted directly via their Direct Messages (DMs) on Facebook and Instagram by the Promoter.

9. **Prize:**
   I. Grand Prize: Winner will win a customized garment, a glam photoshoot and national billboard feature valued up to R75,000
   II. Weekly Prize: The winner will get an opportunity to have their image featured on a billboard for a week (the image used for the billboard, will be the image supplied by the consumer when they enter the campaign as part of the entry mechanics)

The prize does not include any other costs or expenses relating to the prize or the enjoyment of the prize not expressly specified in these rules. There is no cash or other alternative to the prizes in whole or in part. The Prize is not transferable.

The paragraph above has important legal consequences for you. In this paragraph:

- ***various costs, losses, damages, expenses and taxes that are not included in the prize are set out;***
- ***the responsibilities and liability of the Promoter are excluded or limited; and***

- ***the winner takes on various responsibilities and liability.***

By entering the competition, you agree to these limits and exclusions from the prize. You also agree that if you are the winner, then you will have the responsibilities and liability listed in this paragraph.

You may not win the prize if it is unlawful in any way for the Promoter to supply this prize to you. If you do win such a prize, and it is unlawful for the Promoter to award it to you (for whatever reason), the prize will be forfeited.

10. **Award of Prize**: The Promoter shall use its own discretion in respect of the award of the prize.

11. **Publicity:** The Confirmed Winner will participate in all required publicity, including any presentation ceremony and any other promotional purpose required by the Promoter for 2 years after the Competition Closing Date. The Confirmed Winner has the right to decline this by notifying the Promoter.

12. **Personal information**: By entering the competition, you consent to the collection, use, storage, disclosure and processing of your personal information by the Promoter for a reasonable period for the purposes of administering the competition, providing the prize and other activities as contemplated in these rules. The types of personal information that the Promoter may collect includes information necessary for its legitimate business interests and the categories of personal information identified in relevant data protection laws in South Africa. This may include your name, identity number, e-mail, physical and postal addresses, contact information, and other information you provide when entering and participating in the competition.

    The Promoter may use your personal information:

    (i) to update the Promoter's existing records;
    (ii) for the purpose of administering consumer relations; and
    (iii) to make information available on future competitions or promotions which the Promoter may conduct.

    Your personal information will also be collected, used, stored, disclosed and processed in accordance with the Promoter's Privacy Policy which is accessible at www.colgate.co.za.

13. **Promoter's Decision**: The decision of the Promoter in all matters is final and binding on you and no correspondence will be entered into.

14. **Cancellation and amendment**: The Promoter reserves the right, acting reasonably, to cancel or amend the competition and draw date due to events or circumstances arising beyond its control which prevent the Promoter from conducting the competition as intended. You are entitled to withdraw from the competition if you do not agree with any amendments made by the Promoter. As far as the law allows, if the Promoter cancels the competition or amends these rules, you will have no claim against the Promoter.

The paragraph above is important. It:

- ***limits or excludes the Promoter's legal responsibilities and liability if there is any cancellation or change of the competition or these rules; and***
- ***limits or excludes any rights or remedies entrants may have against the Promoter.***

The Promoter will not be responsible to any entrant if they suffer loss or damages because of any change or because of the cancellation of the competition.

15. **Participant's warranties**: You represent and warrant that the information provided is true and accurate.

16. **No warranties and exclusion of liability:** As far as the law allows, and subject to 17:

    (i) all warranties and representations in relation to the prize not set out in these rules (whether express, implied or tacit) are hereby excluded;
    (ii) the Promoter, their associated companies, and their respective directors, officers, employees and agents will not be liable for any loss or damage, whether direct, indirect, consequential or otherwise, arising from any cause which may be suffered as a result of entering the competition, the provision or use of the prize, or any act or omission of any other person.

    This clause 14 does not purport to limit or exempt the Promoter for any loss directly or indirectly attributable to their gross negligence or that of any person acting for or controlled by them.

The paragraph above has important consequences for you. In this paragraph:

- ***the legal responsibilities and liability of the Promoter and other persons are excluded or limited;***
- ***the rights you have against the Promoter are limited or excluded; and***
- ***you take on the responsibility and liability for certain losses or damages or events that might happen.***

You enter into the competition and accept and enjoy the prize knowing and accepting that these things can go wrong and that there are risks.

17. **Law and jurisdiction:** These rules shall be governed by the laws of South Africa. The participant consents to the non-exclusive jurisdiction of the High Court (Gauteng Local Division, Johannesburg) in respect of all matters arising out of or in connection with the competition or these rules.

18. **Severability:** If any provision of these rules is found to be invalid or unenforceable by any court of competent jurisdiction, then that provision shall be severed from these rules and shall not affect the validity or enforceability of any remaining provisions.

19. **Consumer Protection Act:** It is not intended that any provision of these rules contravenes any provision of the Consumer Protection Act, 68 of 2008, and therefore all provisions of these rules must be treated as being qualified, if necessary, to ensure that the provisions of the Consumer Protection Act are complied with.

20. **Availability of these rules:** A copy of these competition rules may be obtained by contacting the Promoter on its Share Call line: 0860-114-146, or by email at consumer_sa@colpal.com. Alternatively, these rules are also available on Colgate's website: www.colgate.co.za, listed under 'Competitions'.