



The Power Of A Smile Challenge Guidelines

1. How to Enter: Colgate Oral Pharmaceuticals ("Sponsor") invites you ("Entrant") to enter the Power Of A Smile Challenge ("Challenge"). Entries will be accepted no later than 11:59 P.M. Eastern Standard Time ("EST") on **February 9, 2024**. To enter the Challenge, submit your case study, which must include case study information, risk assessment forms, digital x-rays and charts. Patients must be at least 18 years of age at the date of entry. All patient images, names and identifiers must be blocked or deleted to mask the identity of the patient. Entries that contain personally identifiable information will not be considered. Consent release forms signed by the patient must also be included in submission. No purchase necessary, a purchase will not increase your chances of winning. Void where prohibited.

Entrants may submit their entries by electronic mail, to Mariana_Leon@colpal.com. Entries that have been tampered with or altered are void. All Entries become the property of Sponsor and will not be acknowledged or returned and only Entries which comply with these Official Rules will be considered.

2. Eligibility. The Challenge is open to legal residents of Canada who, at the time of entry, have reached the age of majority in their province/territory of residence and who are dental students enrolled in accredited Canadian dental schools and are at least 18 years of age at the date of entry. The Challenge is not open to employees of Sponsor, and its respective parents, affiliates, subsidiaries, advertising and promotional agencies, retailers, distributors (collectively, "Challenge Entities"), and the immediate family members of, and any persons domiciled with, such employees. Void where prohibited by law.

3. Eligible Entries: By submitting an Entry or accepting any prize, Entrant represents and warrants that the Entry, including any videos, photographs, essays, etc., is the original creation of the Entrant, has not been copied in whole or in part from any other work, does not violate or infringe any copyright or trademark or other proprietary right of any other person or entity, is the sole property of the Entrant and has not been previously published.

Entry must not: contain inappropriate or defamatory words/statements (including words or symbols that are considered offensive to individuals of any race, ethnicity, religion, sexual orientation, or socioeconomic group); depict any dangerous activities or situations; include threats to any person, place, business, or group; disparage persons or organizations associated with the Sponsor; invade the privacy or other rights of any person, firm or entity; contain material that is unlawful, in

violation of or contrary to any and all applicable federal, provincial, or local laws or regulations; display any commercial/corporate advertising (including, but not limited to, third party company or corporate logos, brand names, trademarks, slogans, political, personal and religious statements); contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age; contain material that is inappropriate, indecent (including, but not limited to, nudity or pornography), profane, obscene, hateful, tortuous, slanderous or libelous and may not in any way reference persons or organizations without their written permission; contain material that violates or infringes another's rights, including, but not limited to, privacy, publicity or intellectual property rights, or that constitutes copyright infringement; communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate. Sponsor reserves the right, in its sole discretion, to disqualify any Entry that, in its sole opinion, refers, depicts or in any way reflects negatively upon the Sponsor, the Challenge or any other person or entity, or does not comply with these requirements or these Official Rules. **Submissions must be suitable for presentation in a public forum, including, but not limited to, television commercials, in sole determination of Sponsor.**

4. Judging Criteria:

Challenge submission should include:

A report detailing:

- The patient's dental and medical history and treatment plan
- Considerations for cultural and socioeconomic factors
- Preventive evaluation and recommendations
- Patient outcomes

The submissions will be judged on:

1. Thoroughness of dental evaluation and treatment plan (30%)
2. Consideration of cultural and socioeconomic factors (20%)
3. Preventive evaluation and recommendations (30%)
4. Patient outcomes (20%)

Entries that contain personally identifiable information will not be considered.

Appointed judges, Colgate Dental Professionals with no current school affiliation, will choose the winners. In the event of a tie, the tying Entry with the highest score for oral hygiene and disease prevention instruction and recommendations will be the winner. In the event of a further tie, the entrants will be re-judged based on consideration on the thoroughness of the dental evaluation and treatment plan. The decision of the judges is final.

5. Prizes: Two (2) Grand Prizes will be awarded, consisting of:

Two (2) Students will each receive a \$2,500 check from Colgate. All fees, federal, provincial, local tax payments and reporting or other expenses relating to the use, acceptance and possession of prize are the sole responsibility of the winners.

6. Winner Notification: Each winner will be notified by email, phone or both at the discretion of the Sponsor on or about March 8th, 2024. The return of a prize notification as undeliverable or inability to contact a potential winner may result in disqualification and an alternate winner may be selected.

A winner's acceptance of a prize constitutes the grant to Sponsor of an unconditional and irrevocable right to use winner's name, address (city and state only), voice, likeness, photograph, biographical and prize information and/or statements about the Challenge for any programming, publicity, advertising and promotional purposes, worldwide, in perpetuity, without additional compensation.

As all Entries become the property of Sponsor, Sponsor permits the Dental School from which each Entry was received to use, publicly perform and use the Entry in any way, including, without limitation, in partial and edited form, in any and all media, without limitation; however, such dental school may not license or otherwise transfer such rights to any third party, including but not limited to a competitor of Sponsor.

7. General Terms. All entries become the property of Sponsor and will not be returned and no correspondence will be made with or entered into except with selected entrant(s). By participating in the challenge, each entrant agrees that the Sponsor has not made, with respect to each of their own products/services provided as a prize or part thereof (if applicable), any warranty, representation or guarantee express or implied, in fact or in law, with respect to the prize and specifically disclaim all such warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose. Winning a prize is contingent on fulfilling all the requirements set forth herein. Mass entries, automated entries, entries submitted by third parties, and any entries or prize claims that are late, incomplete, fraudulent, illegible, unidentified or delayed will be void. All entries and prize claims are subject to verification. Proof of entry submission does not constitute proof of receipt. Entrants agree to abide by these Official Rules. Decisions of Sponsor and/or any independent challenge judging organization will be final and binding on all matters pertaining to this challenge. challenge is subject to all applicable federal, provincial and municipal laws. Void where prohibited. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Without limiting the generality of the foregoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate

based on the circumstances and/or to comply with applicable law. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Should a winner make any false statement(s) in any document referenced above, the winner may be required to promptly return to the Sponsor his/her prize, or the cash value thereof. **WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS challenge OR UNDERMINE THE LEGITIMATE OPERATION OF THE challenge IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.**

8. Right to Void / Terminate / Suspend / Modify. Sponsor reserves the right, subject to the approval of the Régie des alcools, des courses et des jeux (the “Régie”) with respect to legal residents of Quebec, to terminate, suspend or modify this challenge, in whole or in part, at any time and without notice or obligation if, in Sponsor’s sole discretion, any factor interferes with its proper conduct as contemplated by these Official Rules. Without limiting the generality of the foregoing, if the challenge, or any part thereof, is not capable of running as planned for any reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, programming errors, or technical failures, which, in the sole discretion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this challenge, Sponsor may, in its sole discretion and, subject only to the approval of the Régie in Quebec, void any suspect entries and: (a) terminate the challenge, or any portion thereof; (b) modify or suspend the challenge, or any portion thereof, to address the impairment and then resume the challenge, or relevant portion, in a manner that best conforms to the spirit of these Official Rules; and/or (c) award the prizes from among the eligible, non-suspect entries received up to the time of the impairment in accordance with the winner selection criteria discussed above.

Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process, the operation of the challenge and/or challenge Website, violates the Official Rules, or acts with intent to annoy, abuse, threaten or harass any other person.

9. Administrator: All decisions of the Sponsor and the judges shall regarding the selection of winners and all other aspects of the challenge shall be final and binding in all respects. Sponsor will not be responsible for typographical or printing or other errors, administration of the challenge, the announcement of the prizes or other inadvertent errors in these Official Rules or in other materials relating to the challenge.

10. Winners' List. Winners will be notified by March 8, 2024 via email.

11. Privacy. To learn more about the ways Sponsor may use and share your information and about your privacy choices, read the Colgate-Palmolive Privacy Statement at [http://www.Colgate.com/app/Colgate/US/Corp/LegalPricacy.cvsp](http://www.Colgate.com/app/Colgate/US/Corp/LegalPrivacy.cvsp).

12. Legal Residents of Quebec Only. Any dispute regarding the organization of a promotional challenge may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any dispute regarding the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

Exhibit A

List of Eligible Dental Schools

British Columbia

University of British Columbia, Faculty of Dentistry

Alberta

University of Alberta, School of Dentistry

Saskatchewan

University of Saskatchewan, College of Dentistry

Manitoba

University of Manitoba, College of Dentistry

Ontario

Western University, School of Dentistry

University of Toronto, Faculty of Dentistry

Québec

Université de Montréal, Faculté de Médecine Dentaire

Université Laval, Faculté de Médecine Dentaire

McGill University, Faculty of Dentistry

Nova Scotia

Dalhousie University, Faculty of Dentistry