

BRAMLEY MAGNOLIA TISSUE OIL

21ST BIRTHDAY CAMPAIGN TERMS & CONDITIONS

1. Promoter

This competition is organised and promoted by **Bramley Cosmetics** (“the Advertiser”).

2. Eligibility

- The competition is open to residents of South Africa and Namibia aged 18 years or older.
- Employees of the Advertiser, its agencies, and their immediate families are not eligible to enter.

3. Competition Period

The competition opens on **20 April 2026** and closes on **30 June 2026**.

- Winners (the “Performers”) will be directly contacted by Bramley Cosmetics and will be publicly announced via Bramley Cosmetics’ Instagram account.

4. How to Enter

To enter, participants must:

- Create a “Get Ready with Bramley” video using **Bramley Magnolia Tissue Oil**.
- Post the video on a public Instagram social media account.
- Tag their chosen “Bramley sister” and **@bramleycosmetics**.
- Use the hashtags: **#GRWBramley #21YearsOfMagnolia #SisterToSister**.

Entries that do not meet these requirements may be disqualified.

5. Performer Care & Content Protection

To ensure fairness and respect for all participants:

- Content will not be used in a way that is defamatory, misleading, or harmful to a Performer’s reputation.
- The Advertiser will not materially alter content in a way that misrepresents the original intent of the participant.
- Performers will not be required to create additional content beyond their original entry unless agreed to separately.
- Personal information will be collected and processed solely for competition administration and prize fulfilment, in accordance with the **Protection of Personal Information Act, 4 of 2013 (POPIA)**.

6. Prize & Fulfilment

- Winners will be directly contacted via Bramley Cosmetics’ official social media platforms.
- Winning video’s will be featured in Bramley’s 21st Birthday Advertisement for use on, but not limited to, Bramley’s social media accounts. See Clause 8 below, *Usage Rights & Consent*, for full advertising platform description.



- Winners will share a total cash prize of R100,000. *For example*, if 10 x winners are selected, each winner will receive R10 000. If 7 winners are selected, each winner will receive R14 285,71.
- The total number of Winners will be determined at the time of winner selection and the Advertiser's decision is final.
- Cash Prize payments will be made by **31 July 2026**.

Prize Payment Requirements:

Winners must provide:

- Accurate banking details
- Bank account confirmation letter
- Valid contact details
- SA ID Number/Passport Number or Namibian National Identity Card

Failure to provide the above may result in forfeiture of the monetary prize.

7. Winner Selection

- Winners ("Performers") will be selected by the Advertiser based on creative merit, brand alignment, and campaign relevance.
- The Advertiser's decision is final, and no correspondence will be entered into.

8. Usage Rights & Consent

By entering the competition, participants agree that:

- If selected as a Performer, their entered video content (featuring their likeness, image, voice, and name) may be used by the Advertiser for promotional and advertising purposes of its 21st birthday.
- This includes rights for the Advertiser to use the winning content across platforms, based on the Advertiser's discretion.
- Promotional and Advertising platforms may include:
 - Primary Platform: Digital Platforms (including Meta, TikTok, YouTube, Google, etc.)
 - Secondary platforms are not confirmed, but may include:
 - Participating retailer communication platforms
 - Streaming platforms
 - Linear television
 - The Advertiser may adapt the content, including creating multiple versions or shorter edits, for campaign use.
 - Usage rights apply for a period of **12 months**, from **1 July 2026 to 30 June 2027**.

9. General

- The Advertiser reserves the right to disqualify any participant suspected of fraudulent activity or misconduct.
- The Advertiser reserves the right to amend or cancel the competition at any time without prior notice.
- By entering, participants agree to be bound by these Terms & Conditions.

