

New Year, New You Challenge Terms and Conditions

By participating in the New Year, New You Challenge, you accept and agree to be bound by these terms and conditions, which specifically include complying with all obligations set forth in your Independent Business Owner (IBO) Agreement.

NO PURCHASE NECESSARY TO ENTER OR WIN.

The New Year, Near You Challenge is open for IBOs in the United States only. Participants must be at least eighteen (18) years of age as of December 26, 2018. IBOs must be active and in good standing. Active is defined as having 100PV or more (either personal product purchases or product sales to Retail and Preferred Customers or any combination thereof) every twenty eight (28) days. PV (Product Volume) is the amount of volume assigned to each product. An IBO in good standing is compliant with the IBO Agreement, and has not received a compliance sanction, including but not limited to a sanction for probation, suspension or termination. Additionally, any notice for breaches of the Non-Solicitation, Non-Competition, Confidentiality or Proprietary Information provisions of the IBO Agreement will result in forfeiture of all New Year, New You Challenge awards and will disqualify the IBO from participating in the New Year, New You Challenge.

The contest period begins on December 26, 2018 and ends on February 25, 2019. Contest details are published on the Company's website, <http://livepure.com/new-year-new-you-2019>

IBOs participating in the New Year, New You Challenge can become qualified to earn prizes by meeting minimum PV sales requirements in the 500 PV Detox Pack, the 500 PV Detox Plus Pack or the 1500 PV Ultimate Detox Pack, sold during the contest period.

IBOs that meet the following tiered prize requirements, by selling the minimum PV of Detox, Detox Plus and Ultimate Detox packs during the contest period, will qualify for the following awards:

- 1500 PV minimum = CORE4 Capsules Product Pack
- 3000 PV minimum = \$100 DICK'S Sporting Goods® Gift Card
- 6000 PV minimum = \$150 Sunglass Hut® Gift Card
- 9500 PV minimum = \$250 StitchFix® Gift Card

(DICK'S Sporting Goods, Sunglass Hut and StitchFix are third-party trademarks and are the property of their respective owners. PURE Gen Holdings, Inc. ("PURE") disclaims any proprietary interest in the marks of others. PURE and this contest are not authorized, sponsored, or otherwise endorsed by DICK'S Sporting Goods, Sunglass Hut or StitchFix.)

PURE will select one (1) Grand Prize winner based on the cumulative PV of Detox, Detox Plus and Ultimate Detox packs sold during the contest period, with a minimum of 9500 PV of qualifying pack sales for eligibility. In the event of a tie, the individual who personally sponsored the most Retail Customers, Preferred Customers, and/or IBOs during the contest period who also purchased a Detox, Detox Plus and Ultimate Detox pack will win. Grand Prize includes a cabin for the winner plus one guest on the PURE Destinations: Bermuda Cruise in August 2019. For more information visit <https://livepure.com/bermuda-cruise-2019> . If the winner qualified for the Bermuda Cruise outside of the New Year, New You Challenge, the prize will include a cabin upgrade for their existing qualification.

PURE Destinations Incentive Terms and Conditions apply to recipients of the cruise prize. For PURE Destinations Incentive Terms and Conditions, visit http://images.livepure.com/web/pdf/PURE_Destinations_Incentive-Program-T&Cs.pdf.

Grand Prize Winner will be announced February 26, 2019, on the Company's website, <http://livepure.com/new-year-new-you-2019>

Returns or cancelled account volume will be removed from the qualified volume. Only orders billed and shipped to the address on file will count towards qualification. Only one (1) qualifying Detox pack purchase will count on each account towards qualifying volume.

PURE reserves the right, in its sole discretion, to recover the total amount of the awarded New Year, New You Challenge prize directly or indirectly through the withholding of future commissions if:

- a. Products are returned which result in negative evaluation in excess of the minimum volume requirements.
- b. A qualifying IBO is found to have violated any PURE policies in connection with receiving or increasing a New Year, New You Challenge prize.

PURE assumes no responsibility for notifying New Year, New You Challenge participants of any returns or cancellations within their organization that affect qualifications.

Tiered prizes will be mailed to the shipping address listed on the account, within ten (10) business days of achieving the PV requirement. If the qualified IBO chooses not to accept the New Year, New You Challenge prize, the award will be forfeited. Contest prizes are non-transferrable and cannot be sold to a third party. Prizes not claimed on or before December 31, 2019, will be forfeited.

All applicable taxes are the responsibility of the New Year, New You Challenge prize recipient. The value of the prize will be included as reportable income in the award recipient's 1099.

All determinations and decisions as to awarding New Year, New You Challenge prizes are solely at PURE's discretion. PURE reserves the right to discontinue, cancel or modify this contest at any time and in its sole discretion without notice.

New Year, New You Challenge is sponsored by PURE Gen Holdings, Inc., ("PURE") – 7164 Technology Dr., Ste. 100, Frisco, TX 75033.

THIS CONTEST IS VOID WHERE PROHIBITED BY LAW.