

FULL Terms & Conditions:

These Competition Rules relate to **CERAWARDS 2026 Content Competition** and is run by:

L'Oréal Danmark A/S
Havneholmen 25
1561 København V
CVR-no.: 70710218
(hereinafter referred to as "**L'Oréal**").

Any inquiry related to the competition may be directed to L'Oréal on email isabella.braagaard@loreal.com.

HOW TO PARTICIPATE

Eligibility: To enter the competition you must have residence in Sweden, Norway, Denmark or Finland, you must be at least 21 years old, and you must have at least 1000 followers to any one social media account on TikTok, Instagram or YouTube. By entering the competition, you accept these Competition Rules.

Employees of L'Oréal, including employees of its advertising- and promotional agencies, affiliated and related companies, and members of the immediate family and household of such employees cannot participate in the competition.

How to enter: You enter the competition by:

1. *Accepting the CERAWARDS Campaign through LOREALISTAR and choosing the category/categories you want to enter.*
2. *Read through the creative brief and create your content according to the creative guidelines*
3. *Post your video on Instagram, TikTok or YouTube with the required hashtags and legal requirements specified (Paid Partnership video identification & first line of copy specifying "Advertisement for @CeraVe" in your local language)*
4. *Fill out the form and submit a link to your video post on cerave.se/participation-form-2026*
5. *If you are selected as a Nominee (as defined below), you need to attend the CERAWARDS event in Stockholm on the 23rd of April 2026 as a condition to compete for the Grand Prize 2026 (Date can be subject to change and will if so be communicated in due time). All expenses (travel, accommodation, etc.) incurred to attend the CERAWARDS will not be covered by L'Oréal. The Nominee shall bear all costs related to their participation in the CERAWARDS.*

The dates for participation: from **February 1st 2026** to **March 6th 2026**

THE NOMINEES & WINNERS

Three nominees from each category are selected by a jury, composed of representatives from the Nordic CeraVe Marketing team and the L'Oréal Dermatological Beauty Digital team (hereinafter the "**Nominees**").

The Nominees will be notified directly via e-mail and/or through LOREALSTAR. In addition, the Nominees will be announced on CeraVe's website with first and last name and/or their Social Media name, at the latest in March 2026.

From the Nominees, a winner in each category is selected by popular vote (30% weighting) and a jury composed of representatives from the Nordic CeraVe Marketing team, the L'Oréal Dermatological Beauty Digital team and industry representatives (70% weighting) (hereinafter the "**Winner**").

The jury will choose the Nominees and Winners based on *the following criteria*:

1. Fit to brand
2. Meets the objectives of the award-category; i.e. Best Skincident, The CeraVe GOAT, Ceraviral etc.
3. Quality of content, editing and voiceover
4. Mentioning of product benefits, ingredients and usage

The decision of the jury cannot be appealed, and the jury does not need to justify its decision.

The Winners will be announced at the CERAWARDS 2026 event taking place in Stockholm on the **23rd of April 2026** (Date can be subject to change and will if so be communicated in due time).

THE PRIZES

The Grand Prize 2026: The Winners selected during the CERAWARDS 2026 will be invited to a **CeraVe branded trip to Los Angeles the first week of June 2026** (The exact dates will be communicated in due time), with an approx. value of 2.500 EUR that includes travel expenses, hotel accommodations and dietary needs.

L'Oréal reserves the right to request identification prior to prize remittance.

The trip shall be booked and travel documents shared by the Nordic CeraVe Marketing Team at the latest on May 15th 2026.

GENERAL TERMS AND CONDITIONS

Entry and eligibility

1. Incomplete or late entries will not be valid. L'Oréal is not responsible for entries lost, damaged or delayed due to technical problems, connectivity problems or similar.
2. Only one entry per Campaign/ Award Category per person. Multiple entries made by the same person from various email, social media or other accounts or from the same IP address will not be valid.
3. The Products you receive are for your personal use and not to be resold. If you choose to post:
 - **Be Honest**: Your content must be honest, reflecting your genuine opinion.

- **Be Transparent:** You must clearly disclose your commercial relationship with L'Oréal to your audience. This includes using one of the country-specific disclosures below and leveraging the social platform's built-in disclosure tools.
 - **Denmark:** "Reklame for @CeraVe" or "Advertisement for @CeraVe"
 - **Sweden:** "Reklam för @CeraVe" or "Advertisement for @CeraVe"
 - **Norway:** "Reklame for @CeraVe" or "Advertisement for @CeraVe"
 - **Finland:** "Mainos @CeraVe" or "Advertisement for @CeraVe"
- **Comply with Regulations:** It is your responsibility to disclose any benefits received in compliance with Consumer Protection Regulations and relevant advertising guidelines

Mission Eligibility & Completion:

Open only to members of L'Oréalistar. You must complete the Mission before the 9th of March 2026.

To successfully complete this Mission and earn 40 Community Points, you must create content using CeraVe's products and specified hashtags in one of multiple of the content categories and submit your content to L'Orealistar and on Cerawards website that are referred to.

By posting any content (images, videos, text, etc.) to our L'Oréalistar platform or on social media for a L'Oréalistar activity, you confirm that You have the **full right to post this content**, and Your **content does not infringe on any third-party intellectual property rights**.

You grant L'Oréal a broad, perpetual, worldwide license to use, copy, adapt, publish, and distribute your content, along with your username/name and location, across various media and for legitimate business purposes. This includes, but is not limited to all online/offline advertising, internal use and retailer/client-facing media.

Prizes and disqualification

4. Prizes are as stated above, they are not transferable and there are no alternative prizes or cash substitutes. L'Oréal reserves the right to substitute a prize of equal or greater value in the event that the selected prize is unavailable for any reason whatsoever, except where such unavailability is due to circumstances beyond L'Oréal's control a force majeure event.
5. A Nominee/Winner forfeits his/her prize and L'Oréal reserves the right to find an alternative Nominee/Winner if:
 - (a) within 2 weeks of being notified by L'Oréal, a Nominee/Winner does not respond or does not provide their full name and relevant details (if applicable, details for the prize to be dispatched to in the eligible country of residence);
 - (b) if a prize is rejected or returned undeliverable; or
 - (c) if an entry is invalid or an entrant is disqualified or in breach of these Competition Rules.
6. L'Oréal reserves the right to disqualify an entrant or Nominee/Winner that, in its absolute discretion, could bring L'Oréal into disrepute, or in case of breach of these Competition Rules.

Personal Data

7. The personal data you provide along with your contribution will be processed for the purpose of managing this competition. L'Oréal is the data controller for the personal information you provide in relation to the competition.
8. The legal basis for such processing is the agreement entered into with L'Oréal through your contribution to the competition. The CeraVe Marketing and Website team will have access to your personal data. You will not be able to participate to the competition if the required personal data is not provided. Your personal data will be kept as long as needed for the purpose of administrating the competition. When the personal information is not needed anymore for this purpose or for any legal requirement, we will delete your data from our systems in accordance with internal procedures. We may contact you by *email, telephone, SMS, or other relevant means* in relation to the promotion, but we will not use your information for marketing communication unless you provide L'Oréal with an explicit consent. You have the right at any time to request access to and rectification of your personal data by contacting us at kontakt@loreal.com or nordicdpo@loreal.com. For further information please see our Privacy Policy: [Sweden](#), [Denmark](#), [Norway](#), [Finland](#).

Transfer of rights

9. By entering the competition you transfer any copyright and other intellectual property rights existing in the submitted contribution to L'Oréal. L'Oréal shall have the right, without any further compensation or notice, to publish all or part of the contributed material and the name of the winner(s) on L'Oréal websites or on social media, as well as more generally shall have the right to the use the submitted contribution for marketing, advertising or informational purposes in connection with this competition, in any media or format.

Social Media Platform Specific Terms

10. By entering the competition, entrants will be deemed to be bound by and have accepted these Competition Rules as well as any and all applicable terms and conditions of Instagram/TikTok/YouTube. L'Oréal reserves the right to disqualify any participant entries that have failed to abide by and/or are in breach of such applicable terms and conditions.
11. This competition is in no way sponsored, endorsed or administered by, or associated with, Instagram or TikTok. You are providing your information to L'Oréal and not to Instagram or TikTok. The information you provide will only be used as stated in these Competition Rules. By entering the competition, entrants will be deemed to have released Instagram or TikTok from any and all liability arising from their participation in the competition or out of, pursuant to, or as a result of the carrying out of the competition.

Other terms and conditions

12. The winners may be subject to payment of income tax, and it is the sole responsibility of the winners to report any such income tax to the tax authorities.
13. L'Oréal will not be liable to anybody as a result of or relating to participation in this competition, any cancellation of the competition or otherwise.

14. L'Oréal reserves the right to amend any of these Competition Rules, or suspend or cancel the competition, at any time before, during and after the competition period.