

# SOFTSHEEN·CARSON®

A Consumer Products Division of L'Oreal USA

## Overview of the SoftSheen-Carson Scholarship Program

### **About L'Oreal & SoftSheen-Carson**

L'Oreal USA, based in New York, NY, is a subsidiary of L'Oreal, headquartered in Paris, France. L'Oreal develops and manufactures hair care, hair color, skincare, color cosmetics, and fragrances for the consumer and professional markets. Since its founding in 1953 as Cosmair, Inc., the company's rapid growth has been fueled by the same traditions of the excellence that characterize the parent first – L'Oreal Group. Established in 1907 by visionary scientist, Eugene Schueller, the backbone of L'Oreal has always been: progressive research and development, state-of-the-art manufacturing, quality products, and the passionate commitment of the men and women who make, market, and distribute them.

The winning formula? A very healthy combination of consistent growth with existing brands and strategic acquisitions. The acquisitions – like Maybelline in 1996, SoftSheen in 1998, Matrix, Kiehl's and Carson in 2000, ARTEC in 2002 and SkinCeuticals in 2005 – allow us to penetrate new markets rapidly, and reposition the brand essence of these products to gain new international audiences. Through an extensive, diverse brand portfolio and unparalleled marketing expertise, growth is also achieved by expanding our portfolio to address the needs of the new target audiences, from the very young, to the elderly, and everyone in between. Breaking down barriers to beauty.

In 1998, L'Oreal acquired SoftSheen Products Inc., and in 2000, acquired Carson Products; both leading manufacturers and marketers of Black hair care products. The two companies, now based in New York, were merged in August 2000 to become SoftSheen-Carson, establishing L'Oreal's worldwide headquarters for hair care products for people of African descent.

### **The Program and Its Purpose**

In keeping with its commitment to diversity and champion education, the SoftSheen-Carson Scholarship Program was established in 2002. Its purpose is to assist young African Americans who attend selected Historically Black Colleges and Universities (HBCU's), achieve their dream of a higher education.

### **The Scholarships**

Subject to the Terms and Conditions below, the SoftSheen-Carson Scholarships of up to \$5,000 will be awarded each year to qualifying freshmen year students entering a designated HBCU in the fall. Each scholarship is renewable for three years or completion of the Recipient's bachelor's degree, whichever comes first.

### **Conditions of Eligibility**

To be eligible to participate in the Scholarship Program, you must:

- (i) be African American;
- (ii) have a demonstrated financial need;
- (iii) have a cumulative high school grade point average at the time of their application is submitted of 3.25 or better;
- (iv) have documented SAT scores of 1600 or better or an ACT score of 23;
- (v) demonstrate leadership and a record of community service;
- (vi) intend to attend an HCBU; and
- (vii) obtain parental consent, as described in the Terms and Conditions below.

Please see the Terms & Conditions at the end of this application for additional selection criteria.

### **Scholarship Renewal**

Each scholarship recipient has a continuing obligation to remain eligible to receive the funds. To remain eligible, the recipient must: (i) continuously be enrolled as a full-time student at their HBCU, except for customary vacation periods; (ii) complete all semesters with both a semester grade point average and an overall grade point average equal to or exceeding a "3.25" average or the institutional equivalent at the recipient's institution; and (iii) continue to demonstrate qualities of academic excellence, leadership, and responsibility. Failure to remain eligible will result in forfeiture of any remaining Funds.

Please see the Terms & Conditions at the end of this application for additional renewal eligibility criteria.

### **Administration of the Program**

All phases of the SoftSheen-Carson Scholarship Fund are managed internally by SoftSheen-Carson.

### **The Application Procedure**

Applicants must complete the accompanying Application and submit all supporting documentation by 11:59 pm on March 1, 2011. All materials must be submitted in .PDF format.

### **Announcement and Distribution of Awards**

All applicants will be notified regarding their recipient or non-recipient status in May, 2011.

The award checks are payable to the school and may be used to pay for tuition, books, lab fees, or other related educational expenses. The first half of the award checks will be mailed the first week of August unless instructions by school require earlier delivery; the balance will be paid to the school by the first week of January.

# SOFTSHEEN·CARSON®

## Terms and Conditions

### The SoftSheen-Carson Scholarship Program

#### **NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF RECEIVING A SCHOLARSHIP.**

The SoftSheen-Carson Scholarship Program ("Scholarship Program") is sponsored by SoftSheen Carson ("SSC " or "Sponsor") and recognizes one high school or secondary school student for their academic achievement.

1. **TERM:** The application period for the Scholarship Program is from 12:00:00 AM, December 20, 2010 Eastern Time ("ET") to 11:59:59 PM ET, March 1, 2011 ("Program Application Term")

2. **ELIGIBILITY:** To be eligible to participate in the Scholarship Program, you must be (i) enrolled as a high school or secondary school student during the Program Application Term, or have graduated with a high school or secondary school diploma within 1 year of the start of the Program Application Term (ii) submit a timely application as set forth in Section 4 below, (iii) who will be enrolled as a full-time student at a Historically Black Colleges or University (HCBU)<sup>1</sup> during the Fall of 2011 and (iv) obtain parental consent, as described below ("Eligible Students" or "you"). Eligible Students must be able to provide the Sponsor, upon its request, evidence of their enrollment at a HCBU. Employees, officers, directors, agents, representatives and their immediate families (spouse, parents, children, siblings, and each of their spouses regardless of where they live) or members of their households of SSC or L'Oreal USA, Inc. or any of its respective subsidiaries, affiliates, and anyone connected with the production and distribution of the Scholarship Program are not eligible to enter or receive the Scholarship Program. Void where prohibited. All federal, state, provincial and local laws, and regulations apply. Open only to US residents.

3. **PARENTAL CONSENT:** SSC must obtain consent from a parent or legal guardian of Eligible Students who are under the age of 18 before such students will be allowed to apply for the Scholarship Program. If an Eligible Student who is under the age of 18 is interested in participating in the Scholarship Program, his/her parent must complete the parental consent portion of the application and submit a parent or legal guardian's phone number or email address. SSC will contact the parent or legal guardian to verify the appropriate parental consent. *Eligible Students under age 18 cannot apply for the Scholarship Program if their parent or legal guardian fails to respond to a request for consent or denies consent.*

4. **HOW TO ENTER: NO PURCHASE NECESSARY TO ENTER OR RECEIVE THE SCHOLARSHIP.**

During the Program Application Term, Eligible Students (after obtaining parental consent if necessary) may apply by submitting their applications via email to SSCscholarship@softsheen-carson.com The application and any attachments submitted must be submitted in .PDF format. Only applications submitted in English will be accepted. One application per person. Applications become the property of SSC and will not be returned. For more details on the ownership of the application, see Paragraph 12. **LIMIT: ONE APPLICATION PER PERSON.**

5. **SELECTION OF SCHOLARSHIP RECIPIENT:** The Sponsor is looking for Eligible Students who (i) are African American; (b) have demonstrated financial need; (ii) have a cumulative high school grade point average at the time of their application is submitted of 3.25 or better; (iii) have documented SAT scores of 1600 or better or an ACT score of 23; (iv) demonstrate leadership and a record of community service; and (v) intend to attend a HCBU. A qualified selection committee comprised of SSC employees or agents will select the scholarship recipient ("Recipient") based on these criteria.

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<sup>1</sup> Eligible HCBU's as listed by the US Department of Education.

In or about May, 2011, the Eligible Student chosen to receive the scholarship will be selected and notified by telephone and/or email, at SSC's discretion. If a potential Recipient does not respond to the notification attempt within 10 days from the first notification attempt, then such potential Recipient will be disqualified and an alternate potential Recipient will be selected from among all eligible applications received based on the judging criteria described herein. With respect to notification by telephone, such notification will be deemed given when the potential Recipient engages in a live conversation with Sponsor or when a message is left on the potential Recipient's voicemail service or answering machine by the Sponsor, whichever occurs first. The selected application may be publicly announced on or before June 1, 2011.

6. **SCHOLARSHIP:** One Recipient will be selected to receive a scholarship in the amount of \$5,000 USD (the "Funds") per year for a maximum term of four years. The Funds will be disbursed by check directly to the Institution in the amount of \$5,000 USD during each fall and spring semester provided that the Recipient meets the criteria described in Paragraph 7, below. The total scholarship award amount received shall not exceed \$20,000 USD. An Eligible Student's chance of receiving the Funds depends on the number of applicants and the application contents submitted by the Eligible Student.

7. **CONTINUING ELIGIBILITY:** The Recipient has a continuing obligation to remain eligible to receive the Funds. To remain eligible, the Recipient must: (i) continuously be enrolled as a full-time student at their HBCU, except for customary vacation periods; (ii) complete all semesters with both a semester grade point average and an overall grade point average equal to or exceeding a "3.25" average or the institutional equivalent at the Recipient's institution; and (iii) continue to demonstrate leadership and a record of community service while attending college. Failure to remain eligible will result in forfeiture of any remaining Funds.

8. **GENERAL CONDITIONS:** By participating in the Scholarship Program, you agree to be bound by these Terms. The Recipient must execute and return a notarized Affidavit of Eligibility, Liability and Publicity Release within ten days of notification of selection or it will be concluded that the Funds have been declined and, without further notice, an alternative Recipient may be selected by a qualified selection committee. If the Recipient is a minor in the Recipient's state or country of residence, the Affidavit of Eligibility, Liability, and Publicity Release must be signed by a parent or guardian on behalf of the minor Recipient. If a potential Recipient fails to comply fully with these Terms or if a notification of selection to receive the Funds is returned or cannot be delivered, it will be concluded definitively that the Funds have been declined and, without further notice, an alternative recipient may be selected by a qualified selection committee. SSC reserves the right to disqualify any application if in the Sponsor's sole judgment, the Eligible Student has not complied with these Terms. Without limitation, an Eligible Student's application will be disqualified if the Eligible Student: (i) attempts to enter the Scholarship Program through means other than those described in these Terms; (ii) violates these Terms; (iii) provides information that is inaccurate or fraudulent; or (iv) attempts to circumvent the terms and conditions of these Terms.

9. **TAXES:** Taxes on the Funds are the sole responsibility of the Recipient. In order to receive the Funds, the Recipient must submit the tax documentation requested by SSC or otherwise required by applicable law, to SSC or the relevant tax authority, all as determined by applicable law, including, where relevant, the law of the Recipient's country of residence. Recipients who are residents of the United States may be issued an IRS 1099 tax form.

10. **PRIVACY:** Information that Eligible Students provide to SSC will be used to communicate with them regarding this Scholarship Program and otherwise as set forth in these Terms. By submitting an application, all Eligible Students acknowledge and agree that the information provided will be maintained on SSC's server and/or the server of those responsible for maintaining the website and/or administering the Scholarship Program.

11. **PUBLICITY:** By accepting Funds from the Scholarship Program, the Recipient agrees without any limitation or further compensation or notice that Sponsor may use the Recipient's name, voice and/or

likeness in any and all media, worldwide, for the purpose of advertising and promoting the Sponsor, the Scholarship Program, or any other scholarship, promotion, contest or sweepstakes sponsored by SSC.

**12. OWNERSHIP:** By submitting an application, you acknowledge and agree: (a) that you are the sole author of the personal statement in the application; (b) to grant SSC and L'Oreal USA, Inc. a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, publicly perform, publicly display and create a derivative work from, any portion of the application or written personal statement submitted for purposes of the Scholarship Program, by means of any and all media and devices whether now known or hereafter devised, and to advertise, display, demonstrate, or otherwise promote the Sponsor, the Scholarship Program, or any other scholarship, promotion, contest or sweepstakes sponsored by SSC or L'Oreal USA, Inc.

**13. WARRANTY AND INDEMNITY:** Eligible Students represent and warrant to SSC that (i) the written personal statement is their own original work and the test scores are their own; (ii) the written personal statement is not the subject of any actual or threatened litigation or claim; (iii) the written personal statement neither infringes upon nor violates the intellectual property rights or other rights of any other person or entity; and (iv) the written personal statement does not and will not violate any applicable laws, and meets the conditions set forth above. SSC is not responsible for those who cannot access the Internet or cannot phone for any period of time regardless of technical, hardware, software, telephone, Internet, virus contamination or network problems, and for delay, failure or malfunction for any reason. SSC is not responsible for illegible, lost, late, misdirected, damaged or incomplete applications. Proof of application is not proof of entry receipt. SSC reserves the right to cancel/terminate, modify or suspend the Scholarship Program if in its sole determination it believes that the integrity of the Scholarship Program has been, or could be, compromised or that the Scholarship Program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or force majeure or any other causes beyond its control. SSC assumes no liability for damage caused to any Eligible Student's or any other person's/entity's computer hardware, software or communications network, regardless of cause. By applying for the Scholarship Program, an Eligible Student explicitly releases and holds harmless SSC, its respective affiliates, agents, subsidiaries, successors and its respective promotion, advertising, design, web design, web hosting and production agencies and print production agencies and all their respective shareholders, directors, officers and employees, from all liability (including attorney's fees and costs) regarding participation in the Scholarship Program and receipt and use or misuse of any Funds awarded and, without limitation, from any liability for property damage, injury or death while using any such Funds. The Scholarship Program does not give a Recipient any interest in or right to any of the funds, property, or assets of SSC other than as a general creditor of SSC.

**14. DISPUTE RESOLUTION:** Eligible Students agree that any and all disputes, claims, and actions arising out of or connected with this Scholarship Program or the Funds awarded and all issues and questions concerning the validity, interpretation and enforceability of these Terms shall be resolved individually, without resort to any form of class action, and exclusively in a court of competent jurisdiction sitting in New York County, New York. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Scholarship Program and never shall include consequential, incidental or punitive damages, and in no event attorney's fees. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above may not apply to you.

**15. NO PROMISE OF FUTURE EMPLOYMENT:** Nothing herein shall be construed as a promise of employment or consideration by SSC or L'Oreal USA, Inc. or any of its affiliated companies.

**APPLICATION**

**SOFTSHEEN·CARSON®**

**SOFTSHEEN-CARSON SCHOLARSHIP PROGRAM**

**APPLICATION INSTRUCTIONS**

1. Please print or type all information. Please do not forget your social security number.
2. If space provided is insufficient, please attach additional papers to the application.
3. School, community, and work experience sections request information pertaining to the last 4 years.
4. Complete the PAPA form on the other side of this application.
5. Submit two (2) letters of recommendation along with this Application.
6. Attach a certified copy of your high school transcript reflecting your most recent completed semester's grades and a copy of your SAT/ACT scores.
7. All submissions must be in PDF format.
8. Remember that all data submitted in support of this application becomes the property of the SoftSheen-Carson Scholarship Program and will not be returned.

**SOFTSHEEN-CARSON MUST RECEIVE ALL APPLICATIONS  
AND ATTACHMENTS NO LATER THAN 11:59 PM ON March 1, 2011.**

**APPLICANT DATA:**

Ms.  Mr.  Mrs.  Social Security Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ MI \_\_\_\_\_

Street Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip Code \_\_\_\_\_ Home Tel # (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_

Email \_\_\_\_\_

**HIGH SCHOOL DATA:**

Cumulative GPA  (on a 4.0 basis) All numerical or letter grades must be converted to a 4.0 basis

Official SAT results: Writing \_\_\_\_\_ Mathematics \_\_\_\_\_ Critical Reading \_\_\_\_\_

Official ACT results: Writing \_\_\_\_\_ Mathematics \_\_\_\_\_ Critical Reading \_\_\_\_\_

Graduation Date (mo/yr) \_\_\_\_\_

**COLLEGE DATA:**

I have been accepted at \_\_\_\_\_(INSERT COLLEGE OR UNIVERSITY & LOCATION)  
and will attend full-time as a first semester freshman in the fall.

I plan to major in: \_\_\_\_\_

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**SCHOOL AND COMMUNITY ACTIVITIES:** Please list all school and community activities (for the past 4 years only). Attach additional sheets if necessary.

Activity	Date	Leadership roles/Honors

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**WORK EXPERIENCE:** Please list all work experience, part- and full-time (for the last 4 years only). Attach additional sheets if necessary.

Position	Dates	Hours per week

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**ESSAY:** This essay must be typewritten or computer generated on a separate sheet of paper.

*In essay form, please tell us who you regard as an outstanding leader today and what are the unique leadership qualities she or he possesses?*

**PROJECTED ANNUAL PARENT AID (PAPA):**

This financial data section must be completed in its entirety to fulfill the requirements of scholarship application.

**I. Tax Returns**

**Did your parents file or will they file a 2010 income tax return?**

- My parents have already completed a tax return
- My parents will file, but have not yet completed a tax return
- My parents are not going to file an income tax return

**Did you file or will you file a 2010 income tax return?**

- I have already completed a tax return
- I will file, but have not yet completed a tax return
- I am not going to file an income tax return

**Did your spouse file or will s/he file a 2010 income tax return?**

- My spouse has already completed a tax return
- My spouse will file, but has not yet completed a tax return
- My spouse is not going to file an income tax return

**II. Adjusted Gross Income**

**What was your own, your parents' adjusted and, if applicable, your spouses gross income for 2010?** Skip this question if none of these parties filed taxes. Adjusted gross income is on IRS Form 1040—Line 37; 1040A—line 21; or 1040EZ—line 4.

- Parents \_\_\_\_\_
- My spouse \_\_\_\_\_
- My income \_\_\_\_\_

**III. Earnings**

The following questions ask about earnings (wages, salaries, tips, etc.) in 2010. Answer the questions whether or not a tax return was filed.

This information may be on the W-2 forms, or on the IRS Form 1040—Line 7 + 12 + 18 + Box 14 (Code A) of IRS Schedule K-1 (Form 1065); 1040A—line 7; or 1040EZ—line 1.

- How much did your father/stepfather earn from working in 2010?**  
\$ \_\_\_\_\_
- How much did your mother/stepmother earn from working in 2010?**  
\$ \_\_\_\_\_
- How much did you earn from working in 2010?**

\$ \_\_\_\_\_

- If married, how much did your spouse earn from working in 2010?**

\$ \_\_\_\_\_

**IV. Non-Employment Income**

This question asks about non-employment sources of income, such as AFDC, ADC, disability, alimony, unemployment, workers compensation payments or other sources.

- What was your parents' income in 2010 from Non-Employment Sources?**

\$ \_\_\_\_\_

- What was your income in 2010 from Non-Employment Sources?**

\$ \_\_\_\_\_

- What was your spouse's income in 2010 from Non-Employment Sources**

\$ \_\_\_\_\_

Do not enter any information that relates to 401K, IRA, Roth IRA, Social Security, SEP, or any other type of retirement income.

**V. Other Information**

**In 2009 or 2010, did anyone in your own or your parents' household receive:**

- Supplemental Security Income  Temporary Assistance for Needy Families (TANF)  
 Food Stamps  Special Supplemental Nutrition Program for Women, Infants and Children (WIC)  
 Free or Reduced Price School Lunch

Note: Food Stamps and/or TANF may have a different name in your state. Call 1-800-4-FED-AID to find out the name of the state's program.

**Amount of known grants, scholarships, or other financial aid** \$ \_\_\_\_\_

**Number of family members attending college full-time in 2011** \_\_\_\_\_

**YOUR PARENTS AND/OR SPOUSE MAY BE ASKED TO PROVIDE MORE INFORMATION ABOUT THEIR ASSETS.**

**YOUR PARENTS AND/OR SPOUSE MAY NEED TO REPORT THE NET WORTH OF THEIR CURRENT BUSINESSES AND/OR INVESTMENT FARMS.**

Certification

Parent, Applicant and if applicable, Spouse, certifies to the accuracy of the information contained on this PAPA form concerning each of their respective financial information and agrees, if asked, to provide information that verify the accuracy of your completed form. This information may include U.S. or state income tax forms that filed or are required to file.

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Parent's Name and Signature

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Applicant's Name and Signature

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Spouses Name and Signature

## CERTIFICATION

I certify that the material submitted in connection with SoftSheen Carson Scholarship Application is true and correct to the best of my knowledge. I am over eighteen years of age. I have read this Application and the The SoftSheen-Carson Scholarship Program Terms and Conditions (the "Terms and Conditions) and fully understand the contents thereof, and agree to all Terms and Conditions. If I am under eighteen years of age, the consent of my parent or legal guardian is provided below. If I am selected and accept funds from the Scholarship Program, I agree without any limitation or further compensation or notice that Sponsor may use the Recipient's name, voice and/or likeness in any and all media, worldwide, for the purpose of advertising and promoting the SSC, the Scholarship Program, or any other scholarship, promotion, contest or sweepstakes sponsored by SSC.

DATE:

\_\_\_\_\_  
SIGNATURE

NAME:

ADDRESS:

PHONE NUMBER:

WITNESSED BY

\_\_\_\_\_  
NAME

## CONSENT OF PARENT, LEGAL GUARDIAN (IF UNDER 18)

I am the Parent or Legal Guardian of Applicant of \_\_\_\_\_ [insert name of applicant]. I have read this Application and The SoftSheen-Carson Scholarship Program Terms and Conditions (the "Terms and Conditions) and fully understand the contents thereof. I hereby give consent to child/ward's submission of the within application and all related materials and his/her compliance with all of the Soft-Sheen Carson Scholarship Program's Terms and Conditions.

DATE:

Signature of Parent, Guardian or Agent Authorized by Parent or Guardian

\_\_\_\_\_  
SIGNATURE

NAME:

ADDRESS:

PHONE NUMBER:

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Please email your Application, along with supporting documents to:  
**SoftSheen-Carson Scholarship Application Committee**

[SSCScholarship@support.softsheen-carson.com](mailto:SSCScholarship@support.softsheen-carson.com)

The application and attachments submitted must be submitted in .PDF format. Only applications submitted in English will be accepted. One application per person. Applications become the property of SSC and will not be returned. For more details on the ownership of the application, see Terms and Conditions below.

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