

**RULES AND REGULATIONS FOR
THE MONOI DE TAHITI
INTERNATIONAL PRODUCT FORMULATION CONTEST**

Article 1

The Monoi de Tahiti Interprofessionnel Association (French Polynesia council of ministers, decree 812 CM of 16th July 1992) also known as the Monoi Institute, with its registered offices located at: Route de l'Eau Royale - 98701 Arue Tahiti – French Polynesia (Mailing address: B.P 14165, 98701 Arue), is running a product formulation contest entitled: "*International Monoi Contest*" from March 12th 2007 to June 15th 2007 included.

Article 2 – Contest purpose

The purpose of this contest is to promote the use of "Monoi de Tahiti" in the cosmetic industry. Contestants are invited to participate in either one of the following categories:

Formulation award:

Imagine a personal care formula that would fit in a Tahitian Spa concept. Let the magic of a thousand year old tradition inspire your creativity and imagine an enchanting formula: an invitation to liberate oneself from stress and awaken to the positive energies of the South Pacific Islands. Design a surprising and ravishing texture for the senses and soul.

Packaging award:

Based on available standards- bottle, dispenser, label and visual- design a new packaging to enjoy Monoi de Tahiti anytime, anywhere.

Imagine a practical and aesthetic packaging to keep Monoi de Tahiti with you in all circumstances: on the beach, in your bathroom, in a hotel after a long journey. With a maximum volume of 100 ml, the winning project will stand out for its intuitive usage, its recyclable composition and its consistency with the spirit of Monoi de Tahiti.

The project shall include a container (bottle, tube...), a dispenser, a top and a label to show a brand, a product name and legal information.

Article 3 – Contest terms

This contest is open to all adults with expertise in the cosmetic industry or the development of packaging.

Contestants must participate as individuals only.

Employees of companies that are active in the cosmetics or personal care industries must assure that their employers do not oppose their participation in the contest.

In addition, all participants must attest and guarantee that they are fully allowed and entitled to participate to the contest.

Each participant may submit only one entry.

Article 4 – Prize allocation

There are two prizes for the Formulation award and one prize for the Packaging award.

Prizes are non-transferable.

Formulation award:

First Prize:

The first prize of the Formulation award is a trip for two to French Polynesia (sales value of 6,000 euros)

The prize includes:

- Round-trip airfare for two to Papeete on Air Tahiti Nui in Moana/Economy class
- All airport taxes
- 3 nights in a double room at the “Moorea Pearl Resort and Spa” in the Island of Moorea (Society Islands)
- 3 nights in a double room at the “Tikehau Pearl Beach Resort » in the Island of Tikehau (Tuamotu Islands)
- Inter-Islands transportation : Tahiti / Moorea – Moorea / Tahiti and Tahiti / Tikehau – Tikehau / Tahiti

The prize does not include: meals, drinks, activities or other trips

Validity of the prize:

- The trip can be made right after the official publication of the results but no later than Decembre 31st 2008.
- The trip cannot be made during peak seasons (French Polynesian school holidays to be confirmed according to the schedule published by the Ministry of Education and from June to mid November).
- Take on is only valid from airports served by Air Tahiti Nuhi (Paris, New York...)

Second Prize:

- The second prize of the Formulation award is a set of Tahitian Pearls (sales value of 2,500 euros)

Validity of the prize: 12 months after the official publication of the results.

Packaging award:

The prize of the packaging award is a year of spa treatments – to be received in 12 gift certificates (total sales value of 1,500 euros maximum) from a spa in the city of the contestant or in the nearest city of his or her choice.

Validity of the prize: 12 months after the official publication of the results.

Prizes cannot be exchanged nor traded for money.

Article 5 – Registration terms

5.1. In order to participate, contestants must register online prior to June, 15th 2007 at the following address:!! HYPERLINK "http://www.monoi-institute.org" ¶ www.monoi-institute.org[⊥]

Incomplete or illegible registration requests will not be accepted.

5.2. Prior to registration, contestants must read and accept the contest rules and regulations which can be consulted on !! HYPERLINK "http://www.monoi-institute.org" ¶ www.monoi-institute.org[⊥]

5.3 Once their registration is confirmed, within approximately two weeks contestants will receive a contest package containing the following:

Formulation award:

- 5 standard 30 ml bottles, each marked with a contestant number
- a 200 g sample of Monoï de Tahiti accompanied by a certificate of analysis and a material safety data sheet
- two stickers marked with the contestant number
- « Monoï Spirit »: a general information brochure on Monoï de Tahiti
- a checklist of items to be submitted to the Monoï Institute

Packaging award:

- a 200 g sample of Monoï de Tahiti with a certificate of analysis and a material safety data sheet
- two stickers marked with the contestant number
- « Monoï Spirit »: a general information brochure on Monoï de Tahiti
- a checklist of items to be submitted to the Monoï Institute

Article 6 – Project submission

The contestant shall submit his/her project to the jury.

The submissions must be sent in a stamped envelope to the contest address no later than **July, 4th 2007** at the following address:

Concours du Monoï de Tahiti
Institut du Monoï de Tahiti
ZI Napollon
530 avenue des templiers, bat 7
13400 AUBAGNE
France

6.1 – Project submission

For the panel of judges to evaluate a submission, the contestant must include:

Formulation award:

- ✓ The Five 30 ml bottles with a minimum of 20 ml of product per bottle
- ✓ A contestant submission form (that needs to be filled on line on www.monoi-institute.org), including the following information:
 - The category in which the contestant is participating
 - The name of the product
 - A list of ingredients used (ingredients must be listed by both their commercial name and their INCI Europe name)
 - The concentration of Monoi de Tahiti used in the formula
 - The possible presence of the product in the market
 - The product type: day cream, body lotion, etc.
 - Two main product claims
 - A description of the advantages and originality of the formula
 - How Monoi de Tahiti is highlighted in the product.
- ✓ A signed copy of the contest rules and regulations (it must be downloaded at !! HYPERLINK "<http://www.monoi-institute.org>" ¶ www.monoi-institute.org⁺), upon which one sticker with the contestant number should be affixed
- ✓ Signed and dated authorization to publish the ingredients in the formula (it must be downloaded online at !! HYPERLINK "<http://www.monoi-institute.org>" ¶ www.monoi-institute.org⁺) upon which one sticker with the contestant number should be affixed;
- ✓ The completed checklist

The contestant package and the bottles may not contain any information allowing the identification of the contestant other than the contestant number.

Packaging award:

- ✓ Two samples of your design

- ✓ A contestant submission form (that needs to be filled on line on www.monoi-institute.org), including the following information:
 - The category in which the contestant is participating
 - The suppliers' references of the different parts of the packaging: container, dispenser, top...
 - A description of the packaging concept.

- ✓ A signed copy of the contest rules and regulations (it must be downloaded on !! HYPERLINK "<http://www.monoi-institute.org>" ¶ www.monoi-institute.org⁺), upon which one sticker with the contestant number should be affixed

- ✓ Signed and dated authorization to publish the ingredients in the formula (it must be downloaded online on !! HYPERLINK "<http://www.monoi-institute.org>" ¶ www.monoi-institute.org⁺) upon which one sticker with the contestant number should be affixed;

- ✓ The completed checklist

6.2 – Product Compliance

The product must comply with European and American regulations for cosmetics and personal care products.

In addition, the claim product with “Monoi de Tahiti” is protected and requires a minimum concentration of Monoi de Tahiti in the formula.

This concentration varies according to the category of product:

- Products called “Monoi de Tahiti” must contain at least 90% Monoi de Tahiti;
- *Monoi de Tahiti Oil* must contain at least 50% Monoi de Tahiti;
- *Monoi de Tahiti Soap* must contain at least 30% Monoi de Tahiti;
- *Monoi de Tahiti* toilettries products must contain at least 3% Monoi de Tahiti;
- All other products with “Monoi de Tahiti”, such as sun care products, must contain at least 1% Monoi de Tahiti.

6.3 The submission must be exclusively written either in French or in English.

6.4 Incomplete, illegible or late submissions, or those not compliant with these rules and regulations, will not be considered by the judges.

Article 7 – Selection

7.1 The president of the Jury is **Gérard Rédziniak from Pacific Europe**. Among the members of the jury : Thierry de Baschmakoff from Aesthete agency / Carleen Kreider from Seaquistperfect / Gay Mazza from Hei Poa / Laurence Bacilieri from Cosmetic Ressources / Eric Vaxelaire from the Monoi Institute / Jacques Sebag from Re-Source !

7.2 Judges are not required to justify their decision.

They will specifically, but not exclusively, use the following criteria:

Formulation award:

1. Marketing

- The way Monoi de Tahiti is highlighted in the product
- Product originality

2. Technical

- Feasibility
- Originality
- Safety
- Consistence of the product with the claims

3. Aesthetics

- Fragrance
- Colour
- Texture
- Feeling on the skin

Packaging award:

1. Marketing

- Consistency with the spirit of Monoi de Tahiti
- Originality of the design
- Ergonomics

2. Technical

- Compatibility with Monoi de Tahiti
- User friendliness
- Compliance with the principles of sustainable development

3. *Aesthetics*

- Feel of the container
- Colour
- Shape

7.2 The panel of judges will pre-select 15 projects in each category. The winning projects will be chosen among these finalists.

This final selection will take place in Paris on September 14th, 2007.

Article 8 – Publication of results

Contestants will be informed of the contest results by e-mail.

Contest results will not be published in an official government journal.

Article 9 – Ownership rights and confidentiality

9.1 The contestant shall not, during this contest, violate third party rights in any way. The contestant states and guarantees that he or she owns the intellectual property used in the contest and/or is fully authorized by its owner.

9.2 The contestant declares that he/she possesses all rights necessary for the participation in the contest as well as all rights to information, knowledge and results used and obtained during this contest and agrees to provide, upon request, all documents confirming these rights.

9.3 If the Monoï Institute is sued for any reason related to the participation of a contestant in the contest and/or a violation of third-party rights by this contestant, the contestant expressly agrees to immediately pay for all legal expenses, regardless of their type, that the Monoï Institute may be temporarily or permanently responsible for, or will be required to pay as a settlement; more generally, the contestant agrees to assume all costs and risks related to the exercise and the consequences of the aforementioned actions.

9.4 Participation in this contest does not result in any transfer of ownership rights to the Monoï Institute and does in no instance result in an obligation to use and/or market product formulations submitted by participants.

9.5 The Monoï Institute shall not divulge any formulation submitted to the panel of judges during this contest. In addition, it shall require each member of the panel of judges to sign a confidentiality agreement requiring each judge to maintain the confidentiality of all

information presented to them by contestants without disclosing it to any third party of any kind in accordance with Article 6 of this agreement.

Article 10 – Monoi Institute Liability

The Monoi Institute shall not be held responsible if circumstances beyond its control make it impossible to continue the contest as planned and if it must cancel, shorten, lengthen, postpone or modify the terms of the contest.

The Monoi Institute cannot be held responsible for lost or delayed mail.

Article 11 – Claims

Contest operation is at the complete discretion of the judges. Its decisions relating to the list of complete applications admitted for consideration, the selection process, the determination of the best three projects and any dispute resolution are final.

No dispute or claim will be considered after a one-week period following the mailing of contest results via electronic mail.

Article 12 – Fraud

Any fraud or attempted fraud, and specifically any attempt made by a contestant to communicate any information to any member(s) of the panel of judges that would allow the latter to connect this contestant with a particular submission will result in permanent disqualification from the contestant.

Article 13 – Additional Terms

13.1 By participating in this contest, contestants authorize the publication and use of their names, addresses and photo and expressly surrender all rights and compensation related to the above.

13.2 No further changes may be made to the formulation submission after it has been sent by the contestant.

13.3 By participating in the International Monoi Contest, contestants agree to abide by the terms of this agreement and the decisions made by the panel of judges.

Article 14 – Deposit and consultation of the terms and conditions

The full version of the Terms and Conditions has been deposited at the bailiff: Maître Bianchi, Huissier de Justice - Immeuble "Le Grassi", Impasse Grassi - 13100 Aix en Provence.

The Terms and Conditions can be obtained on simple written request at the address of the International Monoï Contest.

Postage costs will be reimbursed on the basis of current rates by sending the relevant request along with the request for the Terms and Conditions to the International Monoï Contest address and your bank details.

Article 15 – Personal Data - Loi « Informatique et Libertés »

Personal data which participants provide entering this Contest can be collected and used according to the law "Informatique et Liberté" of January, 6th 1978. Contestants have the right to access, modify or even or delete their personal data.

Article 16– Contest Information

Address:

Concours du Monoï de Tahiti
Institut du Monoï de Tahiti
ZI Napollon
530 avenue des templiers, bat 7
13400 AUBAGNE
France

E-mail: !! HYPERLINK "mailto:contest@monoi-institute.org" ¶ contest@monoi-institute.org[⊥]

Telephone: + 33 (0)4 42 32 02 79

**AMENDMENT TO THE RULES AND REGULATIONS FOR
THE MONOI DE TAHITI
INTERNATIONAL PRODUCT FORMULATION CONTEST
(Modified articles)**

Article 1 (modified)

The Monoi de Tahiti Interprofessionnel Association (French Polynesia council of ministers, decree 812 CM of 16th July 1992) also known as the Monoi Institute, with its registered offices located at: Route de l'Eau Royale - 98701 Arue Tahiti – French Polynesia (Mailing address: B.P 14165, 98701 Arue), is running a product formulation contest entitled: "International Monoi Contest" from March 12th 2007 to **July, 4th 2007** included.

Article 5 – Registration terms (modified)

5.1. In order to participate, contestants must register online prior to **July, 4th 2007** at the following address: www.monoi-institut.org

Article 6 – Project submission (modified)

The contestant shall submit his/her project to the jury.

The submissions must be sent in a stamped envelope to the contest address no later than **July, 20th 2007** at the following address:

Concours du Monoï de Tahiti
Institut du Monoï de Tahiti
ZI Napollon
530 avenue des templiers, bat 7
13400 AUBAGNE
France

Article 7 – Selection (modified)

7.2 The panel of judges will pre-select 15 projects in each category.

The winning projects will be chosen among these finalists.

This final selection will take place in Paris no later than the end of October.