



February 18, 2021

IT Cosmetics, LLC  
111 Town Square Place  
Jersey City, NJ 07310

Re: Permission to Cite NPD Data for International Marketing Efforts

To Whom It May Concern:

IT Cosmetics, LLC (“IT Cosmetics”) is an authorized user under that certain Service Agreement (3810-CT1-02062020) dated February 21, 2020 between The NPD Group, Inc. (“NPD”) and L’Oreal USA, Inc. (the “Service Agreement”) and has requested permission to use certain NPD Data (as defined in the Service Agreement) in support of its international marketing efforts.

This Consent Letter will confirm that NPD hereby consents to the use of the claim set out in paragraph 1 below (“Ad Claim(s)”) for use in marketing efforts by the local affiliate and/or subsidiary of It Cosmetics (“Local Affiliate”), in all foreign jurisdictions where It Cosmetics does business (“Foreign Jurisdiction”), in English and/or in the local language (“Local Language”).

This consent is subject to the following conditions, IT Cosmetics acceptance of which is confirmed by countersignature of this letter below:

1. The Ad Claim(s) in English is:

IT Cosmetics

#1 Prestige Face Makeup Brand in the U.S.\*

\*Source: The NPD Group/ U.S. Prestige Beauty Total Measured Market, Makeup Brand Dollar Sales, January-December 2020

IT Cosmetics Your Skin But Better CC+ Cream

The #1 Prestige CC Cream in the U.S.\*

\*Source: The NPD Group/ U.S. Prestige Beauty Total Measured Market, Makeup Product Sales, January – December 2020

Four Your Skin But Better CC+ creams are sold every minute in the U.S.\*

\*Source: The NPD Group/ U.S. Prestige Beauty Total Measured Market, Makeup Franchise Line Unit Sales, January – December 2020

Calculation based on: Total units sold / Total min in a year (525,600 min) = how many units sold per minute



One Your Skin But Better CC+ cream is sold every 16 seconds in the U.S.\*

\*Source: The NPD Group/ U.S. Prestige Beauty Total Measured Market, Makeup Franchise Line Unit Sales, January – December 2020

Calculation based on: Total Min in a year (525,600 min) / Total units sold \* 60 seconds in a min = how many seconds per unit sold

IT Cosmetics Confidence

#1 Prestige Anti-Aging Franchise\*

\*Source: The NPD Group/ U.S. Prestige Beauty Total Measured Market, Anti-Aging Skincare Franchise Unit Sales, Annual 2020

IT Cosmetics Confidence in a Cream

#1 Anti-Aging Face Cream\*

\*Source: The NPD Group/ U.S. Prestige Beauty Total Measured Market, Face Cream with Anti-Aging Benefit, Skincare Product Sales, Annual 2020

IT Cosmetics Confidence in a Cream

#1 Anti-Aging Moisturizer Launch\*

\*Source: The NPD Group/ U.S. Prestige Beauty Total Measured Market, Face Skincare Primary Benefit: Moisturizing, with Anti-Aging benefit. Product Launch Dollar Sales, Annual 2020

IT Cosmetics Confidence In Your Beauty Sleep Night Cream

#1 Night Time Moisturizer Launch\*

\*Source: The NPD Group/ U.S. Prestige Beauty Total Measured Market, Face Skincare Primary Benefit: Moisturizer, with Night attribute. Skincare Product Launch Unit Sales, Annual 2020

2. IT Cosmetics and each Local Affiliate will only use a fair and accurate translation of the Ad Claim(s) in the Local Language of each Foreign Jurisdiction.
3. The Ad Claim(s) may not be used (a) in a modified form, or (b) in a jurisdiction other than a Foreign Jurisdiction, without the express prior written consent of NPD.
4. IT Cosmetics, on behalf of itself and each Local Affiliate, agrees to indemnify, defend, and hold NPD and NPD's officers, directors, employees, agents, affiliates, partners and suppliers harmless from and against all third party claims, liabilities, damages, debts, losses, settlements, costs and expenses (including reasonable attorneys' fees and expenses) arising out of any breach by it or L'Oreal of the conditions set forth above or any claim that the Ad Claim(s), as used by It Cosmetics or its Local Affiliate, violates the laws applicable to a Foreign Jurisdiction.

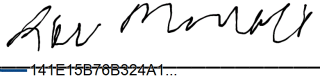


5. IT Cosmetics, on behalf of itself and each Local Affiliate, agrees that this Consent Letter shall be governed by the laws of the State of New York without reference to conflict of laws principles, and to exclusive jurisdiction in the federal and state courts of New York.

This Conset Letter is signed by an authorized representative of the respective parties.

Sincerely,

The NPD Group, Inc.

By: 

Lori Monaco  
President, Beauty

AGREED TO AND ACCEPTED BY:

IT Cosmetics, LLC on behalf of itself  
and each Local Affiliate

By: Christelle Michelet

Name:  
Title: *Type text here*  
Christelle Michelet  
Date: AVP Marketing  
2/22/2021