

The Listerine® Wash Your Mouth™ Sweepstakes

Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.

The Listerine® Wash Your Mouth™ Sweepstakes (“Sweepstakes”) begins on October 8, 2025, at 12:00:01 AM Eastern Time (“ET”) and ends on November 7, 2025, at 11:59:59 PM ET (“Promotion Period”). Administrator’s servers are the official time keeping device for this Sweepstakes.

BY SUBMITTING THE REGISTRATION YOU AGREE TO RECEIVE EMAIL MARKETING COMMUNICATIONS FROM SPONSOR. YOU MAY OPT-OUT OF THESE EMAIL COMMUNICATIONS AT ANY TIME. SHOULD YOU CHOOSE TO OPT-OUT DURING THE PROMOTION PERIOD YOUR SWEEPSTAKES ENTRY WILL CONTINUE TO BE VALID AS LONG AS IT MEETS ALL OTHER CRITERIA REQUIRED BY THESE OFFICIAL RULES. IF YOU HAVE PREVIOUSLY OPTED-OUT OF MARKETING COMMUNICATIONS FROM SPONSOR YOU WILL NOT BE RE-ADDED TO SPONSOR’S EMAIL LIST.

PLEASE NOTE THAT BY ENTERING IN THIS SWEEPSTAKES, YOU SIGNIFY, CONSENT, AND AGREE THAT SPONSOR MAY SHARE YOUR ENTRY ON THE LISTERINE® BRAND WEBSITE AND SOCIAL CHANNELS AND OTHERWISE USE THE ENTRY AS SET FORTH BELOW.

1. Eligibility: The Sweepstakes is open to legal U.S. residents currently residing in the 48 contiguous United States and the District of Columbia, who are eighteen (18) years of age or older as of the date of entry. Employees, officers, and directors of Kenvue Brands LLC (“Sponsor”), Merkle Inc. (“Prize Administrator”), Cynthia Chinasaokwu Echeumuna-Erivo, Purple Peony Inc., and their respective parents, subsidiaries, affiliates, operators, franchisees and all of their respective advertising, promotion, or fulfillment agencies, promotional partners, and entities involved in the development, implementation, or handling of the Sweepstakes and other persons associated with the Sweepstakes (collectively, the “Sweepstakes Entities”), as well as the immediate family (spouse, parents, siblings, children, step-parents, step-siblings, and step-children, regardless of where they live) and same household members of each such employee, officer, director, or representative (whether or not related) are not eligible to participate in the Sweepstakes. Only individuals meeting all eligibility requirements set forth in these Official Rules may participate in the Sweepstakes or win a prize. All applicable federal, state, and local laws and regulations apply. Participation constitutes entrant’s full and unconditional agreement to these official rules (“Official Rules”) and to Sponsor’s decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein, including for the Grand Prize only consent to a confidential background check to confirm potential winner’s eligibility and compliance with these Official Rules. **Due to the nature of the prize offered, if a background check reveals that a potential winner has engaged in conduct that could damage the reputation of Sponsor or any of the Released Parties, as determined by Sponsor in its sole discretion, the potential winner may be disqualified.**

2. Sponsor: Kenvue Brands LLC, 1 Kenvue Way, Summit, NJ 07901. **Prize Administrator:** Merkle Inc. (formerly known as HelloWorld, Inc.), 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. How to Enter: There are two (2) ways to enter the Sweepstakes:

(a) Make a Qualifying Purchase & Upload Receipt: During the Promotion Period, take the following actions to receive one (1) "Entry" into the Sweepstakes, subject to the limit and requirements below:

(i) Make a purchase of any Listerine® product in-store at a Walmart retail location within the 48 contiguous United States including the District of Columbia or online at www.walmart.com, excluding Pro sellers and Marketplace sellers ("Qualifying Purchase"). If you make a Qualifying Purchase in-store, be sure to keep your receipt. Receipts cannot be given away, bartered, auctioned, sold, or traded and all such receipts along with any receipts obtained through unauthorized or illegitimate means may be void. Participation in the Sweepstakes by individuals who take such actions may be terminated at Sponsor's sole discretion.

(ii) Take a "Photo" of your entire receipt. Photo must be clear and legible, and display all of the following: retailer name and location, the purchase date and time, the Qualifying Purchase(s), the price of the Qualifying Purchase(s) and total amount spent. Your Photo must not be larger than 5MB and may only be one (1) of the following file types: .jpg, .jpeg, .png, or .pdf.

(iii) Login at www.listerinewashyourmouth.com. Follow the links and instructions to complete your information (as applicable) and upload the Photo of your receipt by November 7, 2025.

(b) Enter by Mail: To enter without making a purchase, print your name, address, and email address on a piece of paper and mail it in an envelope with proper postage to "Listerine® Wash Your Mouth™ Sweepstakes," c/o Merkle Inc., P.O. Box 5025, Kalamazoo, MI 49003-5025, Department 867457. You will receive one (1) entry into the Sweepstakes, subject to the limit below. Limit: One (1) entry per stamped, outer envelope. All mail-in entries must be postmarked by November 7, 2025, and received by November 14, 2025. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Released Parties (as defined below) are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Entry must comply with all requirements set forth in these Official Rules to be eligible, including all above Entry requirements. Limit five (5) Entries per person, regardless of method of entry. Additional Entries from any entrant will be void. For the avoidance of doubt, if you submit a receipt which includes more than one (1) Qualifying Product, that receipt will still only count as one (1) Entry.

Each entrant warrants and represents that his/her Entry complies with these Official Rules. Sweepstakes Entities reserve the right in their sole and unfettered discretion to disqualify any

Entry that does not comply with these Official Rules, or that is not consistent with the spirit or theme of the Sweepstakes.

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of Entries by using multiple and different identities, or email addresses, or any other methods will void that entrant's Entries, and that entrant may be disqualified at Sponsor's sole discretion. Proof of submission of Entry will not be deemed proof of receipt by Sponsor.

4. Selection of Winners: On or about November 21, 2025, Sponsor will select the potential winners in a random drawing from among all Entries received. The odds of winning are based on the number of eligible Entries received. The potential winners will be notified via email on or about November 21, 2025 by the Prize Administrator (Merkle Inc.). Potential Runner Up Prize winners will have five (5) days to respond to the Prize Administrator's initial notification by providing additional contact information. Potential Grand Prize winner will be sent via email a Declaration of Eligibility and Release of Liability/Prize Acceptance Form and an IRS Form W-9 ("Prize Documents"), including consent to agree to a confidential background check which must be executed and returned within five (5) days of issuance. If a potential winner does not return all Prize Documents within the specified period, or in the event that a potential winner is not in compliance with these Official Rules or is disqualified for any reason or does not wish to accept the prize, such potential winner will be disqualified, and Sponsor will award the applicable prize to an alternate winner. If the background check reveals that a potential Grand Prize winner has engaged in conduct that could damage the reputation of Sponsor or any of the Released Parties, as determined by Sponsor in its discretion, Sponsor may disqualify potential winner. Three (3) alternates will be selected for all prizes, time permitting, after which such prize will remain un-awarded.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

5. Prizes: There will be a total of one hundred and one (101) prizes available to be awarded. There is a limit of one (1) prize per person.

ONE (1) GRAND PRIZE:

A five (5) day, four (4) night round trip package for two (winner and one (1) guest) to London, England to see Cynthia Erivo perform in a show in the West End of London on February 19, 2026. Trip package includes two (2) round trip, coach-class air transportation from a major airport near winner's place of residence (determined by Sponsor in its sole discretion); four (4) night standard single room, double occupancy hotel accommodations (hotel determined by Sponsor in its sole discretion); two (2) tickets to a show in the West End of London, England on February 19, 2026 ("Show"); round trip ground transportation between destination airport and hotel; and One Thousand Dollars (\$1,000.00) spending money (fulfilled as a check in winner's name). Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion and reserves the right to substitute hotel

accommodations should the designated hotel become unavailable. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. Travel cannot be changed once booked. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation in London, England, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, insurance, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Winner must have proper identification and a valid credit card for hotel check-in and to cover incidental expenditures. Travel companion must be eighteen (18) years of age or older as of the date of departure and any companion must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must consent to agree to a confidential background check and execute liability/publicity releases prior to issuance of travel documents. **As applicable, winner and travel companion who are 18 or older are solely responsible for having a REAL ID compliant driver's license or state-issued identification for domestic air travel, a valid U.S. passport with at least six (6) month's validity remaining from date of departure for international travel (i.e., for a departure in February 2026, the passport must be valid through at least August 30, 2026), and any other documents necessary for international travel. Travel restrictions, conditions and limitations may apply. By traveling and attending the Show internationally, winner and winner's guest voluntarily assume all risks related to exposure to COVID-19 or any other communicable disease.** Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any portion of the prize is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Show tickets are subject to the terms set forth thereon, including, without limitation, any raincheck policies. Seat locations will be determined by Sponsor. If the Show is cancelled or postponed, the remainder of the prize package will still be awarded, and Sponsor will have no further obligation to winner or winner's guest. Sponsor is not affiliated with the Show. All trademarks of the Show are property of their respective owners. **All components of the Grand Prize package — including, without limitation, airfare, ground transportation, hotel accommodations, theater tickets, and spending money — are non-transferable and may not be resold, offered for resale, or used for any commercial or promotional purpose. Any such resale or commercial or promotional use may result in disqualification of the winner and forfeiture of the prize.** Approximate Grand Prize Retail Value ("ARV"): \$7,250. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

TEN (10) SECOND PRIZE BUNDLES:

Each winner will receive one (1) 500mL Listerine® mouthwash bottle and one (1) travel size Listerine® mouthwash bottle; one (1) Cynthia Erivo Book; one (1) Cynthia Erivo poster; one (1) Cynthia Erivo T-Shirt; one (1) \$50 prepaid card*. ARV: \$143.94 each.

* Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the card.

NINETY (90) THIRD PRIZE BUNDLES:

Each winner will receive one (1) 500mL Listerine® mouthwash bottle and one (1) travel size Listerine® mouthwash bottle; one (1) Cynthia Erivo Book and one (1) Cynthia Erivo poster. ARV: \$58.94 each.

Merchandise Bundle Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Promotion Period and verification of winners' eligibility and compliance with these Official Rules.

Total ARV of all prizes available to be awarded: \$13,994.00. Prizes cannot be substituted, assigned, transferred or redeemed for cash. Sponsor reserves the right to substitute a prize (or portion thereof) of comparable or greater value, at its sole discretion.

6. Prize Restrictions: Prizes are awarded "as is" with no warranty or guarantee, either express or implied. Any and all applicable federal, state, and local taxes and all fees and expenses related to acceptance and use of prizes not specifically stated herein are the sole responsibility of the individual prize winner. All prize details are at Sponsor's sole discretion. Size and style of apparel determined by Sponsor in its sole discretion.

7. Publicity Grant of Rights: Each winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information, for advertising, trade and promotional purposes, in any manner, in any and all media now known or hereafter discovered, worldwide in perpetuity, without further compensation or notification to, or permission from, winner.

8. General Conditions: This Sweepstakes is governed by and will be construed in accordance with the laws of the State of New York, excluding any conflicts of law provisions. Participation constitutes entrant's full and unconditional agreement to these Official Rules and to Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be attempting to tamper with or undermine the entry process, any platform, or the legitimate operation of the Sweepstakes; to violate the Official Rules; or to act in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person. If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor may, in its sole discretion, void any suspect Entries and (a) cancel or terminate the Sweepstakes (or any portion thereof); (b) modify the Sweepstakes or suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official

Rules; and (c) award the prizes at random from among the eligible, non-suspect Entries received up to the time of the impairment or as otherwise deemed fair and appropriate by Sponsor.

9. Nature of Relationship/Waiver of Equitable Relief: Each entrant understands and acknowledges that the Sponsor has wide access to ideas, designs, and other materials, and that new ideas are constantly being submitted to it or being developed by its own employees. Each entrant also acknowledges that many ideas may be competitive with, similar or identical to the Entries or each other in theme, idea, format or other respects. Each entrant acknowledges and agrees that such entrant will not be entitled to any compensation as a result of Sponsor's use of any such similar or identical material. Each entrant acknowledges and agrees that the Sponsor does not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the copyright in and to the Entries. Finally, each entrant acknowledges that, with respect to any claim by entrant relating to or arising out of Sponsor's actual or alleged exploitation or use of any Entries or other material submitted in connection with the Sweepstakes, the damage, if any, thereby caused to the applicable entrant will not be irreparable or otherwise sufficient to entitle such entrant to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition or other exploitation of the Entries or any material based on or allegedly based on the Entries, and the entrant's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

10. Release and Limitations of Liability: By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities, Walmart, Inc., Purple Peony Inc., Cynthia Chinasaokwuo Echeumuna-Erivo, and their respective officers, directors, employees, representatives, agents, successors, and assigns (the "Released Parties") are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) for lost, interrupted, or unavailable network, server, or other connections, garbled transmissions or miscommunications, telephone transmission problems; computer or software malfunctions or damage to a user's computer equipment (software or hardware); technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical, typographical, mechanical, network, human or other error or problem which may occur in connection with the Sweepstakes, including but not limited to, errors or problems which may occur in connection with the administration of the Sweepstake, the processing of Entries, the announcement of the prizes, or in any Sweepstakes-related materials; or (5) for lost, late, incomplete, damaged, stolen, delayed, misdirected, garbled, inaccurate, or illegible Entries, email, or other communications of any kind.

BY PARTICIPATING IN THIS SWEEPSTAKES, ENTRANTS AGREE THAT THE RELEASED PARTIES WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE, OR USE OF THE PRIZE (INCLUDING ANY TRAVEL RELATED THERETO), ENTRY, OR PARTICIPATION IN THIS SWEEPSTAKES OR IN ANY SWEEPSTAKES-RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY. THE

RELEASED PARTIES ARE NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER, OR TERRORISM.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal or state courts in the State of New York; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

12. Privacy: Any information collected from entrants is subject to Sponsor's Privacy Policy, which can be found at <https://www.kenvue.com/privacy-policy/us>. By submitting your information, you agree to the Sponsor's [Financial Incentive Notice](#). You understand that you are providing such information to Sponsor and the Administrator. By entering the Sweepstakes, an entrant grants Sponsor, and its affiliates and the Administrator the right to use the information provided by the entrant to contact the entrant, including to provide marketing communications from the Sponsor and their affiliates. The entrant may opt out of any future correspondence at any time by clicking the appropriate unsubscribe link in any email they receive from Sponsor.

13. Winners List: For a winners list, send a self-addressed, stamped envelope for receipt to: Kenvue Brands LLC, c/o Listerine® Brand, 1 Kenvue Way, Summit NJ 07901, by no later than 30 days after the end of the Sweepstakes Period.

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