

Kellogg's® Special K® eos® Lip Balm Promotion Frequently Asked Questions

KEY DETAILS

- **Purchase two (2)** participating Special K products to earn one eos® lip balm.
- Purchases do not need to be made on the same receipt.
- Click [here](#) for a **list of participating Special K products**.
- **Submit your receipt** as explained below to earn credits toward the eos® lip balm.
- **Redeem your credits** at www.KFR.com -> Click "Offers" at the top of the page
- You can **earn up to three (3)** eos® lip balm rewards per person.
- NOTE: Must be a member or sign up for **membership in Kellogg Family Rewards (KFR)** to redeem for the eos® lip balm. Must register by 11/1/18.

KEY DATES TO REMEMBER:

- Purchase participating products between these dates: 3/1/18 – 9/1/18
- Submit your receipt(s) by: 10/1/18 (per instructions below)
- Redeem your credits for eos® lip balm by: 11/1/18

SUBMITTING YOUR RECEIPT

Important:

- **Uploading directly to KFR will NOT give credit toward eos® lip balm.** Receipts MUST be submitted per instructions on the package and explained below.
- Send only one receipt at a time.
- **Choose either email or text and use that same method for each receipt submission** to assure that you receive the proper credit towards the eos® lip balm.

Steps:

1. Take a photo of your receipt using the camera on your mobile device.
 - Photo must include the entire receipt from top to bottom, including all four corners.
 - For longer receipts, take pictures in sections and *submit all photos from one receipt* in the same email or text
 - Ensure the store name, date, bar code (if available), items and prices are **legible** in your image(s)
2. Send:
 - Attach the photo(s) from ONE receipt to an email and send to **EOS@KFR.com**
OR
 - Attach the photo(s) from ONE receipt to a text message and send to **short code 89332** with the **message keyword EOS**

DETAILS FOR TEXTING YOUR RECEIPT

1. In a new text message, enter the word EOS in the message field.
2. In the To/Recipient field enter 89332.
3. Tap the attachment icon (likely a paperclip or camera). Select the photo(s) from ONE receipt from your camera roll and add it to your text message. *(For longer receipts, you can send up to five images per text to show your entire receipt.)*
4. Hit Send. Message and data rates may apply

GENERAL PROMOTION HELPS

Do I need to be a member of Kellogg Family Rewards (KFR) to participate in the Special K eos® lip balm promotion?

Yes. Once you earn enough credits for an eos® lip balm, you will receive directions via text or email on how to claim your reward and through that process will be prompted to register for KFR if you are not already a member. **When creating your KFR profile be sure to use the email or phone number you used to submit your receipts in order to link the new KFR account to those receipts.**

What does eos® stand for?

Evolution of Smooth™

Can you describe the eos® lip balm?

Exclusive Special K Red Berries Flavor only available during this offer!

Eos® lip balms and lotions contain coconut oil and shea butter (shea butter is derived from the shea nut tree). The facilities where eos® products are made process other products containing certain nut oils, but do not process peanuts. Always check for any known sensitivities. For exact ingredient information, email your request to info@evolutionofsmooth.com or call (866) 547-4367.

I uploaded/submitted my receipt to KFR and received points but did not receive eos® lip balm credit.

For the eos® lip balm offer you must submit the receipt according to the instructions above. You can submit for this offer even if you have already uploaded to KFR for reward points.

I received KFR points from my loyalty card purchase but did not receive eos® lip balm credits.

Loyalty purchases do not automatically enter you in the eos® lip balm promotion. For the eos® offer, you must submit the receipt according to the instructions above.

How will I know if my receipt was accepted and if I earned credit towards the offer?

- When you email or text your receipt you will receive an email or text in response (depending on method of participation) indicating the receipt was received.
- After the receipt is received, it goes through a validation process to make sure the correct products were purchased. Once that process is complete, you will receive a second email or text letting you know how many eos® lip balm credits you earned OR why the receipt was not accepted. **Allow up to 24 hours** to receive the second confirmation email.

I earned enough credits but cannot figure out how to order.

Go to www.KFR.com. Sign in or create a KFR account (see information above). **Select “Offers”** at the top of the page. On the “Offers” page, you will see a tile for the eos® lip balm offer. The tile will indicate whether you have eos® credits. If you have enough to order, **click “Redeem”** on the tile and follow instructions to order the eos® lip balm.

What are the program terms to participate?

Complete terms are available at the bottom of the page here: www.KFR.com/eos

This program is open to legal residents of the 50 United States and District of Columbia, who are 13 years of age or older. Must be members or join the Kellogg Family Rewards Program.