



The Healthy Paws Health in Healthy Paws Instagram Contest 2026 Rules & Regulations - Contest (the “**Contest**”) is sponsored by Healthy Paws Inc.

THIS CONTEST IS ONLY OPEN TO CANADIAN RESIDENTS AND IS GOVERNED BY CANADIAN LAW AND THE LAWS OF THE PROVINCE OF ONTARIO.

NO PURCHASE NECESSARY. SEE BELOW FOR FULL CONTEST DETAILS. PARTICIPATION IN THIS CONTEST CONSTITUTES YOUR FULL AND UNCONDITIONAL ACCEPTANCE OF, AND AGREEMENT TO BE LEGALLY BOUND BY, THESE CONTEST RULES (THE “CONTEST RULES”).

CONTEST PERIOD

1.) **The Contest begins at 8:30 a.m. EST on January 5, 2026 and ends at 5:00 p.m. EST on February 7, 2026** (the “**Contest Period**”) and is open to Canadian residents. All entries must be received prior to the closing date.

ELIGIBILITY

2.) The Contest is open to Canadian residents provided they have reached the age of majority in their province or territory of residence at the time of entry.

The Contest is subject to all Federal, Provincial, and Municipal regulations and is void where prohibited by law. 1) The Contest begins on January 5, 2026 at 8:30 a.m. EST and ends on February 7, 2026 at 12:00 p.m. EST (the “Contest Period”). All entries must be received prior to the closing date. Healthy Paws is not responsible for any entries destroyed, mutilated, lost, misdirected or corrupted.

HOW TO ENTER

3. No purchase is necessary. To participate in this contest you must:

1. Have a valid Instagram account (an “Account”).
2. Become or already be a follower (a “Follower”) of the official @tryhealthypawspetfood account.
3. Take a photo of your festive dog or cat in their costume
4. Upload your photo to Instagram and use the tags @tryhealthypawspetfood & #HPHealthPhotoContest2026
5. Share this post to your story for bonus entries!

You will receive one (1) Entry in the Contest when you comply with the above described in Section 3 and in accordance with these Rules. ONE ENTRY PER PERSON/ACCOUNT. Use of any automated system to submit Entries is prohibited and will result in disqualification. BY SUBMITTING AN ENTRY, YOU ACKNOWLEDGE THAT YOUR ENTRY (INCLUDING YOUR USERNAME AND PROFILE PICTURE) MAY BE POSTED ON HEALTHY PAWS’ INSTAGRAM, FACEBOOK AND WEBSITE, WHERE IT MAY BE VIEWED, SHARED (BY USERS OF INSTAGRAM AND VARIOUS OTHER INTERNET-BASED SITES) AND COMMENTED ON BY HEALTHY PAWS AND THE GENERAL PUBLIC.

DRAW AND WINNER SELECTION

Three (3) winners **will be chosen on February 11, 2026** for a total of three (3) prizes. Limit of one (1) entry per person (email) per day. To be eligible, all entries must be received during the Contest Period. If entering with a mobile phone or other web-enabled device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply. Entrants are solely responsible for any such wireless charges incurred.

1. **Three (3) prizes will be awarded in total with each winner receiving, (2) coupons for** two (2) boxes of Healthy Paws raw of their choice* (the “**Prize**”) is redeemable at any Healthy Paws retailer location. Retail Value: (varies based on product selection. Up to \$175) The winners will be selected by random draw and contacted directly. Draw will take place **on February 11, 2026** at or about 11:00 am EST (the “**Draw Date**”).
2. Odds of winning depend on the number of entries received.
3. Healthy Paws will make reasonable efforts to contact the selected winners of the Prize via their email or telephone number within three (3) business days of the Draw Date. Before being declared a winner, you must: (a) complete and sign a Declaration and Release form including correctly answering, without mechanical or other assistance, the skill-testing question therein; and (b) comply with and agree to be bound by these Contest Rules. A selected winner who does not respond to Healthy Paws within one (1) week following Prize notification, is not reachable at the provided email or telephone number, fails to correctly answer the skill-testing question, fails to return a signed Declaration and Release form to Healthy Paws within one (1) week following Prize notification, or does not comply with these Contest Rules will be disqualified and an alternate winner will be chosen.
4. By accepting the Prize, you agree to the use, without compensation, of your name, company name, photograph, likeness, city and the province of residence in any publicity campaigns by Healthy Paws including its social media accounts, website, general advertising and news releases.
5. This Contest is open to legal residents of Canada, who have reached the age of majority in the province or territory in which they reside at the time of Contest entry. There will be no regional allocation of the Prizes. Employees, representatives, and agents of Healthy Paws, as well as members of their respective immediate families (legal or common law spouses and children), are not eligible to enter the Contest. This Contest is subject to all federal, provincial and municipal laws and regulations, and these Contest Rules shall be governed by the laws of the Province of Ontario. Liability for any applicable taxes or delivery in relation to the Prize will be the sole responsibility of the Prize winner.



6. Healthy Paws, including its agents, representatives, and those associated with them, is not responsible for any entries, Prize-winning notices, or Prize claims that are late, lost, stolen, delayed, misdirected, or illegible, whether or not due to the fault of Healthy Paws or of any other person or thing.
7. Healthy Paws reserves the right to cancel, terminate, modify, or suspend this Contest, or extend the deadline for this Contest, at any time for any reason. If the Contest is terminated or suspended, Healthy Paws may select the winners by a random draw from all of the eligible entries received before that time.
8. The Prize must be accepted as awarded, is not transferable, and cannot be converted to cash. Healthy Paws reserves the right to substitute a prize of equivalent value if the Prize is not available for any reason. Healthy Paws will make all reasonable efforts to ensure the Prize is picked up or delivered to the declared winner as soon as possible after the Draw Date. The Prize will be provided in the form of a coupon which will be valid for a minimum of six (6) months from the prize award date.
9. I indemnify, release, discharge, and hold harmless Healthy Paws, its affiliates, employees, officers, directors, representatives, agents, successors, and assigns from and against all claims, actions, injuries, damages, losses, and costs, including legal fees, related to or in any way arising out of or relating to participation in this Contest including, without limitation, breach of these Contest Rules, technical problems with or failure of Healthy Paws' website or any digital technology being used to administer the Contest, and the acceptance and use of the Prize or any travel, delivery or insurance related thereto. I acknowledge and agree that Healthy Paws does not make any guarantees relating to the quality or description of the Prize and Healthy Paws disclaims any and all warranties and representations relating to the Prize.
10. Under no circumstances will Healthy Paws be required to award more prizes than what is indicated in these Contest Rules or award prizes other than in accordance with these Contest Rules. Healthy Paws retains full discretion in selecting a winner and distributing the Prize.
11. Healthy Paws respects your right to privacy. Personal information, including but not limited to, your name, company name, photograph, likeness, email, address, and telephone number will only be used by Healthy Paws to administer and promote this Contest in accordance with Healthy Paws' privacy policy which may be viewed at www.HealthyPawsPetFood.ca. Healthy Paws will not attempt to contact you for any purpose other than to administer this Contest.
12. Contest is in no way sponsored, endorsed, or administered by, or in association with, Instagram (or its parent company). Any questions or comments regarding the Contest should be directed to the Sponsor, not Instagram.
13. By entering this Contest, I acknowledge that I have read, understand, and agree to be bound by these Contest Rules