

EXHIBIT A

CLAIM FORM AND INSTRUCTIONS

In order for you to qualify to receive compensation related to *Ramirez, et al. v. HB USA Holdings, Inc.*, Case No. 5:20-cv-01016 JGB(SHKx), as described in the Notice of this Settlement (the "Class Notice"), you must file a Claim Form in the attached form either in paper or electronically on the Settlement Website at www.neonobsessionssettlement.com to substantiate your claim. Unless you request exclusion from the class as explained in the Class Notice, you will be bound by the Settlement and your claims will be released even if you do not submit the Claim Form.

REQUIREMENTS FOR FILING A CLAIM FORM

Your claim will be considered only upon compliance with all of the following conditions:

1. You must accurately complete all required portions of the attached Claim Form.
2. You must sign this Claim Form, which includes the Certification. If you file a Claim Form electronically, your electronic signature and submission of the form shall have the same force and effect as if you signed the form in hard copy.
3. By signing and submitting the Claim Form, you are certifying under penalty of perjury that you purchased one or more Huda Beauty Neon Obsessions Pressed Pigment Palettes in the United States on or before August 15, 2021.
4. If you received the Class Notice directly by email or mail, you must submit a completed Claim Form to receive a payment of Twenty-Nine U.S. Dollars (\$29.00) for each Product, up to a maximum of three (3) Products, for a maximum total payment to each Settlement Class Member of Eighty-Seven U.S. Dollars (\$87.00).

If you did not receive the Class Notice directly by email or mail, you must submit a Proof of Purchase with your completed Claim Form to receive a payment of Twenty-Nine U.S. Dollars (\$29.00) for each Product, up to a maximum of three (3) Products, for a maximum total payment to each Settlement Class Member of Eighty-Seven U.S. Dollars (\$87.00). An acceptable Proof of Purchase may be in any of the following forms: (a) a printed receipt; (b) an e-mail receipt or order confirmation; (c) a shipping confirmation from Huda Beauty, Sephora, J. C. Penney, or Namie's; (d) any other purchase history documentation, and/or a picture of the actual Product and/or Product packaging (and not a sample or facsimile).

If you did not receive the Class Notice directly by email or mail and do not have Proof of Purchase, you may submit a claim for payment of a total of Ten U.S. Dollars (\$10.00) per household for all Products claimed, up to a maximum of three (3) Products, for a maximum total payment of Thirty U.S. Dollars (\$30.00).

5. You have two ways to complete and submit a Claim Form: (A) you may MAIL the completed and signed Claim Form and Certification by First Class U.S. Mail, postage prepaid, postmarked no later than January 12, 2022, to:

<p style="text-align: center;">Claims Administrator P.O. Box 164 Valparaiso, IN 46384</p>

Or (B) you may complete and submit the Claim Form and Certification using the Settlement Website at www.neonobsessionssettlement.com. If you file an electronic Claim Form and have Proof of Purchase, you must either send your Proof of Purchase to the Claims Administrator via the website, e-mail it to info@neonobsessionssettlement.com, or send it via U.S. Mail to the Claims Administrator's address above.

6. Your failure to complete and submit the Claim Form by January 12, 2022 using the Settlement Website, or by U.S. Mail, will preclude you from receiving any monetary payment in this Settlement.
7. Members of the same household may only submit a single Claim Form.

Submission of this Claim Form does not assure that you will receive compensation related to *Ramirez v. HB USA Holdings, Inc.* If the Claims Administrator determines that your claim may be invalid, the Claims Administrator may reject your claim subject to your right to present information to dispute the Claims Administrator's finding. For more information on this process, see Paragraph 6.7 of the Settlement Agreement, which is available at www.neonobsessionssettlement.com.

DSG #: _____
(Official use only)

I understand that my claim is subject to review by the Settlement Administrator, and that my claim will not be processed unless approved by the Settlement Administrator. I understand that if the Settlement Administrator determines that my claim is fraudulent or contains fraudulent information, my claim will be rejected and not paid.

I certify under penalty of perjury under the laws of the United States that all of the information provided on this Claim Form is true and correct to the best of my knowledge this ____ day of _____, 2021.

Signature

Date

Print name here: _____

If the Claimant is other than an individual, or if the Claimant is not the person completing this form, the following must also be provided:

Name of person signing: _____ Date: _____

Capacity of person signing: _____
(Executor, President, Trustee, etc.)

ACCURATE CLAIMS PROCESSING TAKES TIME. THANK YOU FOR YOUR PATIENCE.

Reminder Checklist:

1. Please sign the above Claim Form.
2. Enclose a copy of your Proof(s) of Purchase, if you have them, along with the Claim Form.
3. Keep a copy of your Claim Form and supporting documentation for your records.
4. If you move or your name changes, please send your new address, new name or contact information to the Claims Administrator via mail or by calling the Claims Administrator's toll-free telephone number, each listed in the Notice. Please be sure to include your 8-digit Claim ID number.

*Fields or Sections are Required to be Completed.