



myCARE™ Limited Warranty – Device for Life

What does “Device for Life” mean?

Device for Life. This means that eligible purchasers in the United States who register for the myCARE Warranty may switch out their *myblu* device if defective up to three times in a given one-year (12-month) period for a total of five years. At the end of that five year term you must re-register. Our Customer Service team can help you out with this.

Failure to return the original device within sixty (60) days of blu’s request for same will void any future replacements under this warranty.

What does the myCARE™ Warranty cover?

Qualifying *myblu* devices. This is the *myblu* device that qualifies for the myCARE Warranty that was purchased by eligible purchasers as part of the *myblu* kit at an authorized retailer of blu products or online at www.blu.com.

What does the myCARE™ Warranty not cover?

The myCARE Warranty will be voided if the product is used with non *myblu* certified products (see www.blu.com for a list of *myblu* certified products), used for commercial purposes, misuse, abuse or negligence; any attempted repair/maintenance of product; consequential and incidental damages†; a *force majeure* event (e.g., natural disaster).

myblu liquidpods are **not** covered under this myCARE Warranty.

Your product manual will provide more information about the proper use of your *myblu* device. USE OF THE *myblu* PRODUCT OTHER THAN AS SET FORTH IN THE PRODUCT MANUAL VOIDS THIS WARRANTY.

†Some states do not allow for the exclusion or limitation of consequential or incidental damages, so this may not apply to you.

Who can register for the myCARE™ Warranty?

The myCARE Warranty applies only to the original registered owner and may not be transferred. RESALE OR GIFTING OF *myblu* DEVICE TO ANOTHER PERSON VOIDS THIS WARRANTY.

To activate this myCARE Warranty, a purchaser must submit the warranty registration for the purchased product and submit valid proof of purchase as described at register.blu.com. (The instructions at register.blu.com are incorporated herein by reference and made a part of these warranty terms.)

The myCARE Warranty provides ONLY the original owner of a qualifying *myblu* device with the replacement device subject to the limitations set forth below.

You must register your *myblu*™ device within 90 days of purchase.

To activate this myCARE Warranty, you must register your qualifying *myblu* device within 90 days after purchase. (If purchasing at www.blu.com, note that this deadline precedes actual date of receipt of qualifying *myblu* device.) Registration of qualifying *myblu* device involves opening an account at www.blu.com (if you have not already) and, by doing so, you are agreeing to receive warranty updates/information as well as promotional emails from Fontem US, Inc. (*blu*); you may opt-out of receiving promotional emails from *blu* at any time without affecting your eligibility for the myCARE Warranty (you will still, however, receive emails from Fontem US, Inc. with warranty updates/information).

UNLESS YOU REGISTER YOUR *myblu* DEVICE AT WWW.BLU.COM WITHIN 90 DAYS AFTER PURCHASE, THIS WARRANTY IS VOID.

How to register and activate your *myblu*™ device.

Register your *myblu* device by going to register.blu.com, click on “Register Now” and fill in the requested information. Proof of purchase will be required and defined as your unique *blu*Nation Reward Code that is included within your Starter Kit or the batch code located on your device. Please see the registration page for more details on proof of purchase requirements. Once your registration is complete, you will receive a verification email to the email address you provided.

How do I receive a replacement device under the myCARE™ Warranty?

Complete the Replacement Merchandise Authorization (RMA) form online at www.blu.com. Among other required information, you must provide a short explanation of how the qualifying *myblu* device is defective. After reviewing your completed RMA, Fontem US, Inc. will allow for a product exchange if appropriate (and, if a product exchange is deemed by Fontem US, Inc. not to be appropriate, we will advise you accordingly via reply e-mail.)

If any of these items are defective during the warranty period, you can exchange it for a replacement unit at no extra cost.

Changes to this warranty terms and conditions.

Fontem US, Inc. reserves the right to cancel, alter or change the implied or written terms and conditions of the myCARE Warranty Device for Life Program at any time.

Service Communications.

All myCARE Warranty communications should be directed to

support-us@blu.com

Call our customer service at: 1-888-207-4588

*Minimal shipping and processing costs may apply.

THE LIMITED WARRANTY TERMS CONTAINED IN THIS STATEMENT, EXCEPT TO THE EXTENT LAWFULLY PERMITTED, DO NOT EXCLUDE, RESTRICT, OR MODIFY BUT ARE IN ADDITION TO THE MANDATORY STATUTORY RIGHTS APPLICABLE TO THE SALE OF THIS PRODUCT TO YOU.

THIS WARRANTY GIVES YOU SPECIFIC LEGAL RIGHTS, AND YOU MAY ALSO HAVE OTHER RIGHTS WHICH VARY FROM STATE TO STATE.

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WARNING: This product contains nicotine derived from tobacco. Nicotine is an addictive chemical. blu[®], the blu logo, myCARE[™], the myCARE logo, myblu[™], and the myblu logo are trademarks of Fontem Holdings 4 B.V.