



Get to know AllēSM,
the new face of Brilliant Distinctions[®]

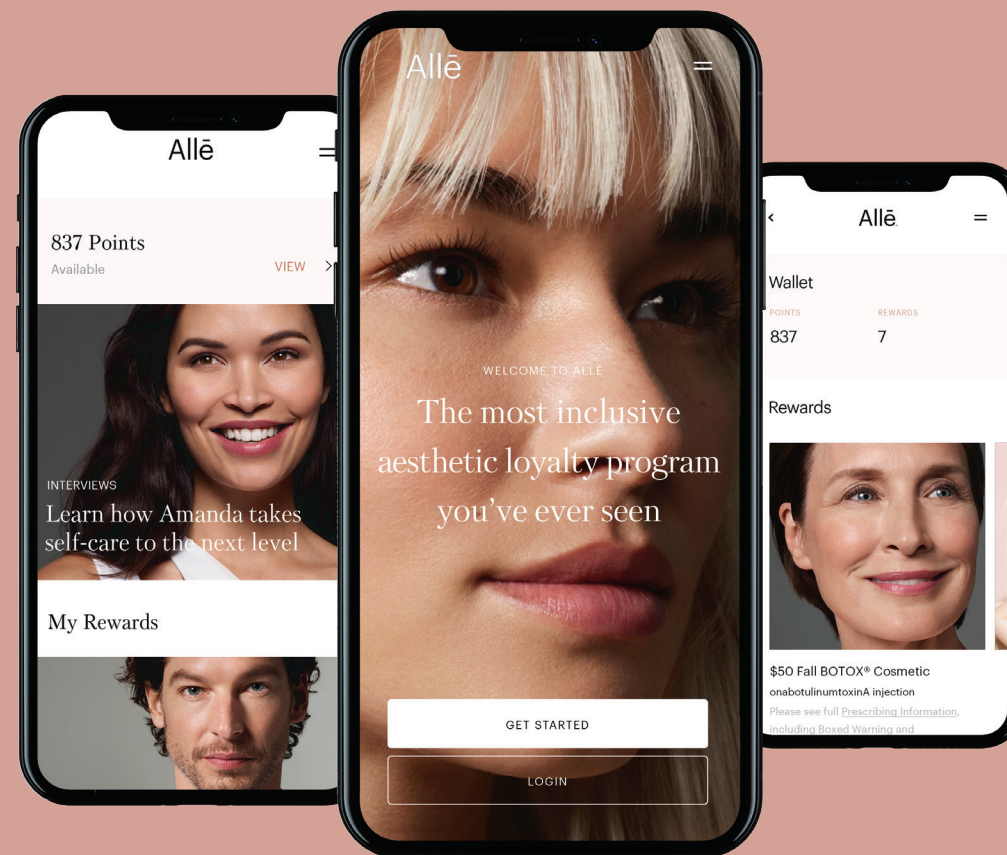
Allē
by Brilliant Distinctions™

Meet Allē

The reinvented loyalty program
by Allergan® Aesthetics

Intuitive, supportive, and constantly aiming to please:
Allē is a first-of-its-kind program that's making loyalty
more rewarding than ever.

Of course, the best way to get to know Allē is to use
the program's many perks and rewards to support your
consumers. Meanwhile, here's a useful list of answers
to frequently asked questions. It's a quick way to learn
about the basics of this unique program.



What is Allē?

Allē is the next generation of Brilliant Distinctions®.
It is a best-in-class loyalty program.

Here's what you're going to love:

- Allergan is committed to the aesthetics market and giving providers and members a more rewarding and advanced loyalty experience
- Members will enjoy rewards that closely align with the treatments and products your practice offers
- The Allē experience is streamlined to put everything in one convenient place

How is Allē different from other loyalty programs?

Beyond a traditional loyalty program, Allē members earn rewards on both Allergan and 40+ non-Allergan products and services, such as professional skin care, laser hair removal, microdermabrasion, and more.

How do consumers enroll in the program?

There are 3 ways to sign up:

- 1 Visit alle.com/signup
- 2 Share their mobile phone number at your office, and receive a text with an Allē invite link
- 3 Contact the Allergan customer experience team for an Allē invite link

Initially, Allē members will only be able to access their accounts via alle.com. Current Brilliant Distinctions® members' rewards will be migrated to their Allē accounts upon enrollment. The Brilliant Distinctions® app will update to Allē later this year.

How are rewards redeemed?

Personalized rewards are linked to the member's Allē profile.

These rewards are redeemed in office, at checkout, and through the Allē provider dashboard.



How much support will Allēgan provide?

As an Allē ally, you'll unlock access to reporting tools, creative marketing materials, intuitive technology, and more. Plus, your sales representative and customer experience team are always here to answer your questions.



What's next for Allē?

What's next for you? That's all we care about. Because when you're in a relationship with Allē, you'll always have our loyalty, knowledge, and support to achieve a great experience.

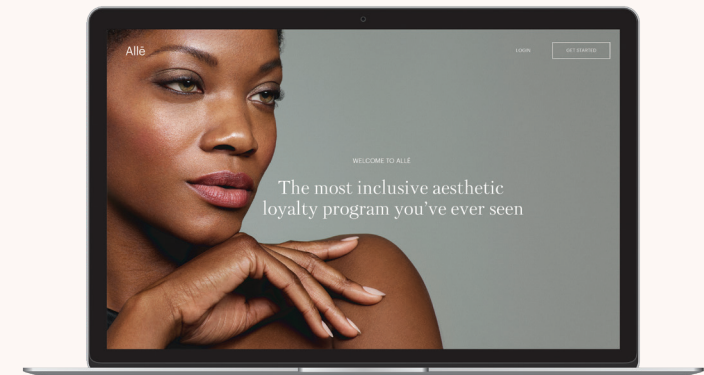
As a leader in the aesthetics category, we're on the cutting edge of innovation. Stay tuned for updates on all things Allē.

How do I qualify/ enroll in the program?

Joining Allē is a breeze. If your office is already a Brilliant Distinctions® provider, simply review and accept the new Terms and Conditions.

How do I manage the program?

Allē is designed to be simpler than Brilliant Distinctions®. It practically manages itself. The easy-to-access dashboard will help expedite—and streamline—the checkout process for you and your staff.



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