A New And Improved Consumer Loyalty Program

- Replaces the current card-based benefits program
- It's easy
- Is a turnkey solution to increase consumer demand for ALLERGAN® Facial Aesthetic Portfolio products

5 Simple Steps For Physicians

1 REGISTRATION
   - Log in to the APP member site to register—you will need to include banking information for reimbursement

2 ENROLL
   - Distribute ALLERGAN®-provided Welcome Portfolios, which include product information and a program brochure for patients

3 CREATE
   - Enter the vial lot number for a voucher to be generated and automatically emailed to the patient
   - Vouchers can also be printed in the office

4 REDEEM
   - Upon a follow-up visit, enter coupon information provided by the patient
   - Coupons can be redeemed for BOTOX® Cosmetic (onabotulinumtoxinA) treatments*

5 REIMBURSE
   - Brilliant Distinctions® Consumer Loyalty Program system automatically reimburses within 2-3 days when a coupon is redeemed
   - *no sooner than three months after the last treatment

Indication
BOTOX® Cosmetic is indicated for the temporary improvement in the appearance of moderate to severe glabellar lines associated with corrugator and/or procerus muscle activity in patients 18 to 65 years of age.

IMPORTANT SAFETY INFORMATION
Distant Spread of Toxin Effect
Postmarketing reports indicate that the effects of BOTOX® Cosmetic and all botulinum toxin products may spread from the area of injection to produce symptoms consistent with botulinum toxin effects. These may include asthenia, generalized muscle weakness, diplopia, blurred vision, ptosis, dysphagia, dysphonia, dysarthria, urinary incontinence and breathing difficulties. These symptoms have been reported hours to weeks after injection. Swallowing and breathing difficulties can be life-threatening and there have been reports of death. The risk of symptoms is probably greatest in children treated for spasticity but symptoms can also occur in adults treated for spasticity and other conditions, particularly in those patients who have underlying conditions that would predispose them to these symptoms. In unapproved uses, including spasticity in children and adults, and in approval indications, cases of widespread effect have occurred at doses comparable to those used to treat cervical dystonia and at lower doses.

CONTRAINDICATIONS
BOTOX® Cosmetic is contraindicated in the presence of infection at the proposed injection site(s) and in individuals with known hypersensitivity to any botulinum toxin preparation or to any of the components in the formulation.

WARNINGS
The recommended dosage and frequency of administration for BOTOX® Cosmetic should not be exceeded. Risks resulting from administration of higher dosages are not known.

Lack of Interchangeability between Botulinum Toxin Products
The potency Units of BOTOX® Cosmetic are specific to the preparation and assay method utilized. They are not interchangeable with other preparations of botulinum toxin products and, therefore, units of biological activity of BOTOX® Cosmetic cannot be compared to or converted into units of any other botulinum toxin products assessed with any other specific assay method.

Spread of Toxin Effect
Postmarketing safety data from BOTOX® Cosmetic and other approved botulinum toxins suggest that botulinum toxin effects may, in some cases, be observed beyond the site of local injection. Please see Important Safety Information continued on the reverse page. © 2009 Allergan, Inc. ® and ™ marks owned by Allergan, Inc.

APCQGH09
ENROLL
- Existing card members receive program information via email
- Existing members automatically receive 250 points for enrolling in the Brilliant Distinctions™ Consumer Loyalty Program
- Lapsed members automatically receive 300 points for enrolling
- New members are enrolled by receiving a Welcome Portfolio at a physician’s office and entering the activation code on the program site—doing so earns them 200 points automatically

EARN
- Vouchers for BOTOX® Cosmetic (onabotulinumtoxinA) treatments are created in physician’s office
- Enter the voucher code on the program site and points can be deposited into patient accounts

REDEEM
- BOTOX® Cosmetic treatments
- JUVEDERM® treatments
- Other ALLERGAN® Facial Aesthetic Portfolio products

IMPORTANT SAFETY INFORMATION CONTINUED
The symptoms are consistent with the mechanism of action of botulinum toxin and may include asthenia, generalized muscle weakness, diplopia, blurred vision, photophobia, dysphagia, dyspnea, dysarthria, urinary incontinence, and breathing difficulties. These symptoms have been reported hours to weeks after injection. Swallowing and breathing difficulties can be life threatening and there have been reports of death related to spread of toxin effects. The risk of symptoms is probably greatest in children treated for spasticity but symptoms can also occur in adults treated for spasticity and other conditions, and particularly in those patients who have underlying conditions that would predispose them to these symptoms. In unapproved uses, including spasticity in children and adults, and in approved indications, symptoms consistent with spread of toxin effect have been reported at doses comparable to or lower than doses used to treat cervical dystonia.

No definitive serious adverse event reports of distant spread of toxin effect associated with dermatologic use of BOTOX® Cosmetic at the labeled dose of 20 units (for glabellar lines) have been reported.

Pre-Existing Neuromuscular Disorders
Individuals with peripheral motor neuropathic diseases, amyotrophic lateral sclerosis, or neuromuscular junctional disorders (e.g., myasthenia gravis or Lambert-Eaton syndrome) should be monitored particularly closely when given botulinum toxin. Patients with neuromuscular disorders may be at increased risk of clinically significant effects including severe dysphagia and respiratory compromise from typical doses of BOTOX® Cosmetic.

ADVERSE REACTIONS
General
The most serious adverse events reported after treatment with botulinum toxin include spontaneous reports of death, sometimes associated with anaphylaxis, dysphagia, pneumonia, and/or other significant debility.

There have also been reports of adverse events involving the cardiovascular system, including arrhythmia and myocardial infarction, some with fatal outcomes. Some of these patients had risk factors including pre-existing cardiovascular disease.

The most frequently reported adverse events following injection of BOTOX® Cosmetic include blepharoptosis and nausea.

Overdosage
Excessive doses of BOTOX® Cosmetic may be expected to produce neuromuscular weakness with a variety of symptoms. Respiratory support may be required where excessive doses cause paralysis of respiratory muscles. In the event of overdose, the patient should be medically monitored for symptoms of excessive muscle weakness or muscle paralysis.

In the event of suspected or actual overdosage, please contact your local or state Health Department to process a request for antitoxin through the CDC. If you do not receive a response within 30 minutes, please contact the CDC directly at 1-770-488-7100.

Note to representative, please provide full prescribing information and medication guide when presenting this material © 2009 Allergan, Inc.® and™ marks owned by Allergan, Inc.