

Welcome to *Brilliant Connections*TM

SIMPLE STEPS TO CUSTOMIZE YOUR STOREFRONT

SKINMEDICA[®]



BRILLIANT
CONNECTIONSTM

Before getting started

Congratulations! Your Brilliant Connections™ e-commerce registration has been submitted. Please allow 4 to 5 business days for a registration confirmation from **NoReply@BrilliantConnections.com** to be sent to the email provided when you registered.

The subject line of the email will read
"Congratulations! Your Brilliant Connections™ Site Is Ready for Customization and Setup."



Getting *started*

- Click “Get Started”
- Log in with the email address used during registration and your Allergan Advantage password
- Follow the specific prompts given
- Confirm the information you see is correct and click “Continue”

STEP 1



Brilliant Connections™ Support
(877) 655-4344
Mon-Fri: 8 AM - 6 PM CT

YOU HAVE BEEN INVITED

Activate your profile in just a few clicks.
[Your Name] has invited you to join
allergandemo1.staging-brilliantconnections.com
Click the button below to register and set up your user profile.

GET STARTED

Use your *admin portal*

STEP 2

View the list of customers with product descriptions

View your sales dashboard monthly reports, historical reports, and summary of data for all transactions

Select the products that are displayed on your storefront

Manage your account settings, including practice information, site customization, and more

The screenshot shows the Admin Portal interface for Brilliant Connections. The browser address bar displays `https://yoursubdomain.brilliantconnections.com`. The page header includes the Brilliant Connections logo, the text "ADMIN PORTAL", a welcome message "Welcome Your Name!" with a user profile icon and a notification bell icon, and a navigation menu with links for Reports, Orders, Subscriptions, Recommend Products, Assets, and Settings (with a dropdown arrow). Below the header, there are two main sections: "SALES DASHBOARD" and "MONTHLY REPORTS". The "Report Sales" section includes date pickers for "From" (06/01/2022) and "To" (06/08/2022), a filter dropdown set to "All Sales", and an "UPDATE REPORT" button. Callout lines connect descriptive text to specific UI elements: "View the list of customers with product descriptions" points to the Subscriptions link; "View your sales dashboard monthly reports, historical reports, and summary of data for all transactions" points to the Reports link; "Select the products that are displayed on your storefront" points to the Recommend Products link; "Manage your account settings, including practice information, site customization, and more" points to the Settings link; "View the status of all orders placed" points to the Orders link; and "View and download the latest promotional, digital, in-office, and training assets" points to the Assets link.

ADMIN PORTAL

Welcome Your Name!

Reports Orders Subscriptions Recommend Products Assets Settings ▾

SALES DASHBOARD MONTHLY REPORTS

Report Sales

From 06/01/2022 To 06/08/2022 All Sales UPDATE REPORT

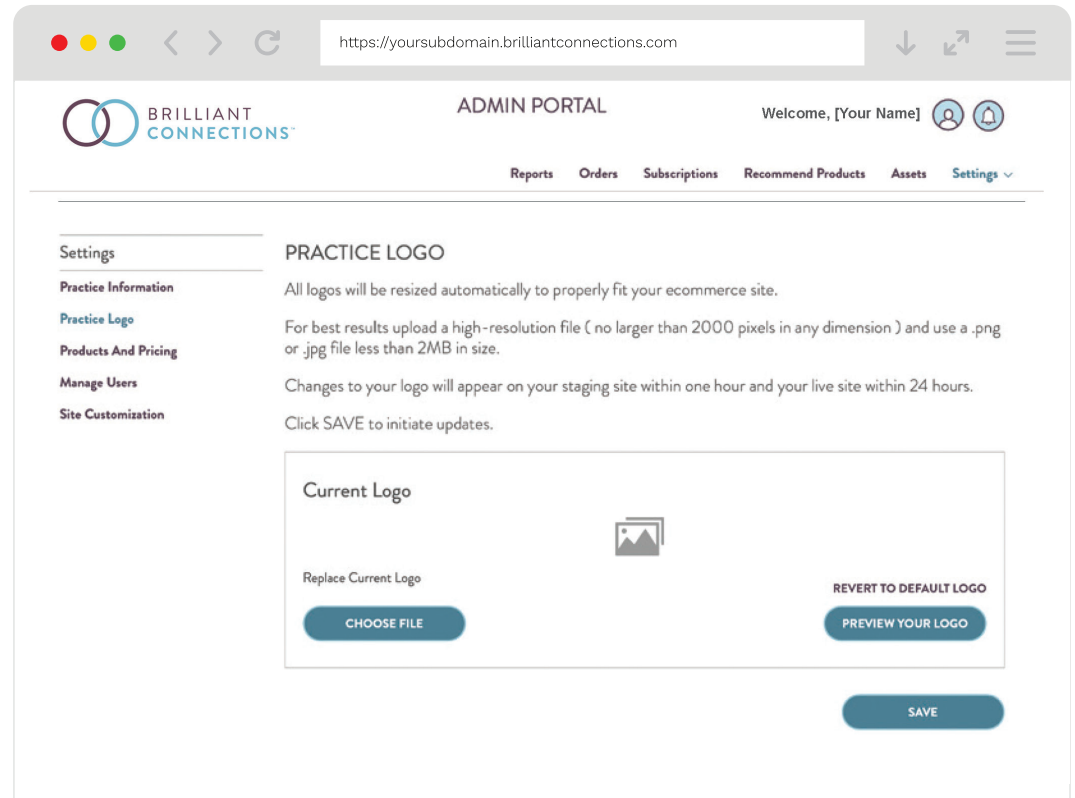
View the status of all orders placed

View and download the latest promotional, digital, in-office, and training assets

Use your *practice logo*

- You can upload your logo or change it later if you do not currently have one accessible
- File formats must be high resolution, 2000 pixels, .png or .jpg, and less than 2 MB

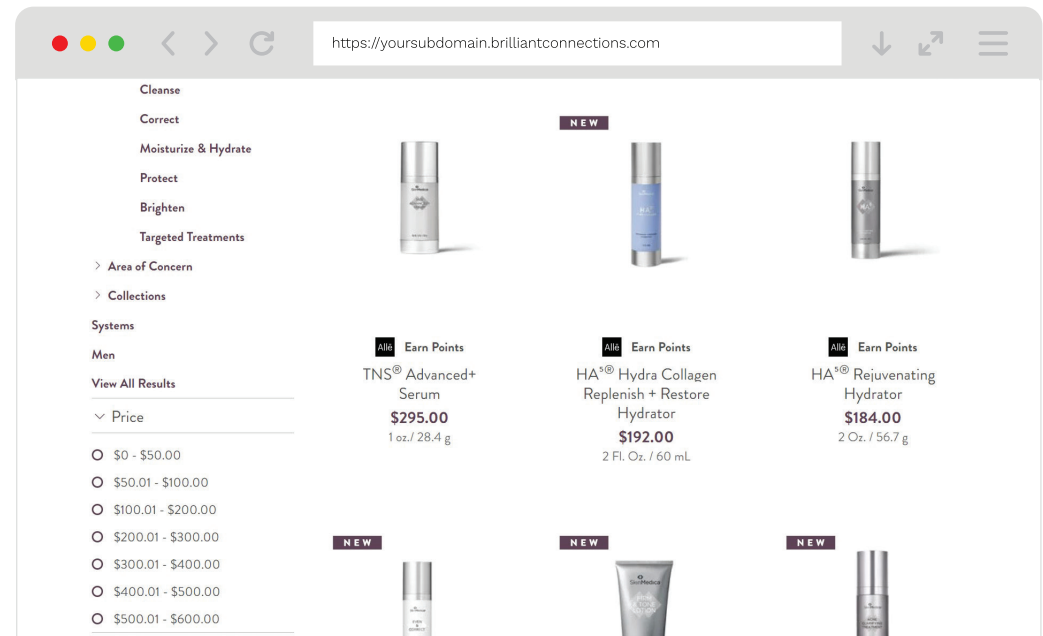
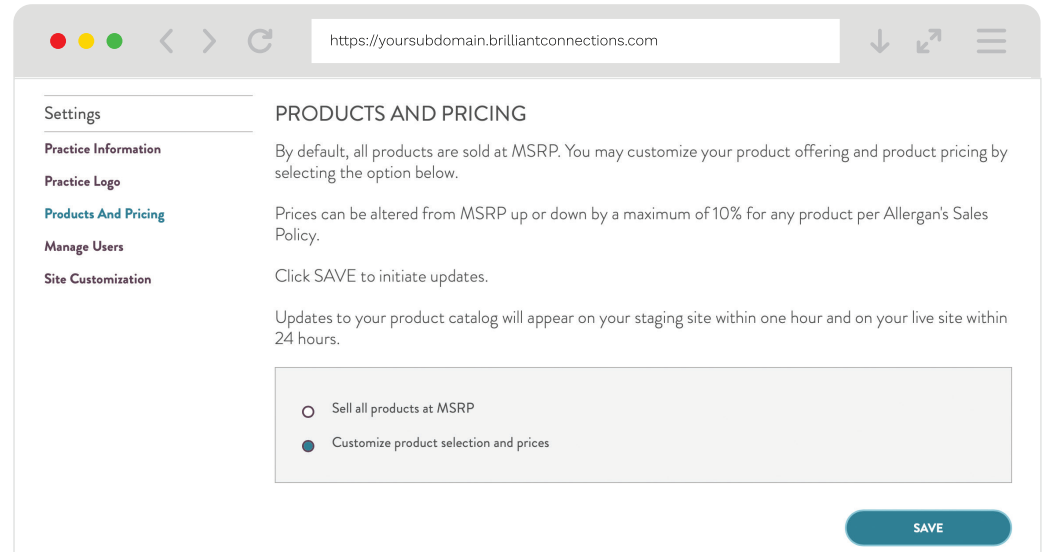
STEP 3



Set up products *and pricing*

- Choose the products you want to sell, including products you do not carry in office
- Choose to sell all products at “MSRP” or price within 10% of MSRP (best practice is MSRP)

STEP 4



Site *customization*

- Review customization options and turn on all tabs
- This allows your patients to receive:
 - Free samples if available
 - Gifts-with-purchase if eligible
 - Brilliant Connections™ promotions
 - Subscriptions
 - Buy Now, Pay Later with Afterpay
- Add Facebook Marketplace® information

STEP 5

The screenshot shows the 'ADMIN PORTAL' for Brilliant Connections. The user is logged in as Greg Gamarra. The 'Settings' menu is open, showing options like Practice Information, Practice Logo, Products And Pricing, Manage Users, and Site Customization. The 'SITE CUSTOMIZATION' page is displayed, with a heading 'Choose the features that work best for your practice below. Options can be changed at any time by returning to this page. Updates may take up to 24 hours to go live on your site.'

Your Site Status

- Promotional Content**
Activate promotional banners and offers on your site. ☐ OFF ☒ ON
- Subscription Promotions** ⓘ
Activate 20% subscription discount for product subscribers. 20
- Afterpay**
Activate Afterpay payment method. Flat rate Handling Fee of \$9.00 per order using Afterpay(not passed to patient). ☐ OFF ☒ ON
- Allow Samples**
Offer samples with purchase of products. ☐ OFF ☒ ON
- Allow Gift with Purchase**
Offer free gifts with purchase of eligible products. ☐ OFF ☒ ON
- Exclusive Discount Period Promotion**
Enable percent off discount for complete order or specific product during designated discount periods. ☐ OFF ☒ ON
- Promotional Marketing Email**
Email promotional offer on your behalf to customers that have purchased on your microsite.
- Facebook Domain Verification ID**
Facebook provided meta tag which will be added to the <head> section of your home page.

SAVE

Checkout *customization*

- Your staff can get credit for making sales on Brilliant Connections™
- Turn on “Choose an Office Member” for checkout
- Then, patients just need to use the “Choose an Office Member” option at checkout
- You can hold sales contests at your office as a fun way to promote this new feature

STEP 6

The screenshot displays the checkout process on a web browser. The address bar shows the URL: <https://yoursubdomain.brilliantconnections.com>. The page is divided into two main sections: the left section for entering shipping details and the right section for the order summary.

Enter a Shipping Address (Required Fields)

- *First Name:
- *Last Name:
- *Address 1: (This field is required.)
- Street Address, P.O. Box
- Address 2:
- Apartment, Suite, Unit, Floor
- *State: (dropdown)
- *City:
- *ZIP Code:
- *Phone: (Example: (333) 333-3333)
- *Email:
- ☒ Use this address for Billing

Select Shipping Method

- Orders placed after 3:00 PM CT will be processed on the next business day.
- ☒ Two Days Shipping: \$0.00
- ☐ Next Day Shipping: \$9.99
- Due to increased volume, please allow for additional processing time for orders to ship

Choose an Office Member

Who advised you on products? (optional)

(dropdown)

Order Summary (Edit Cart)

- TNS® Advanced+ Serum
- Item #: 96395
- Qty: 1
- Price per unit: **\$295.00**

Subtotal	\$295.00
Shipping	Free
Sales Tax	Enter shipping address to calculate
Total	\$295.00

ADD COUPON CODE

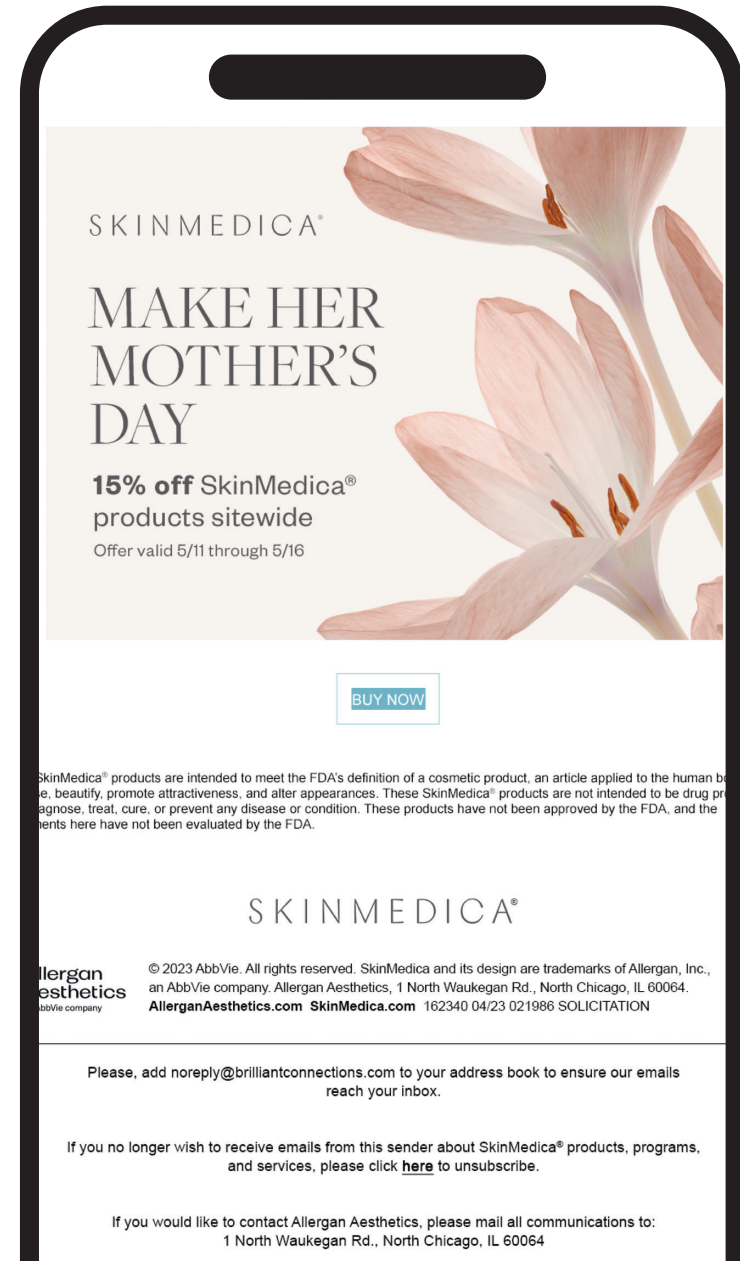
PLACE ORDER

By placing this order, you accept our [Terms & Conditions](#)

Mass marketing emails

Keep your patients updated on the latest promotions and offerings with emails that include a link back to your storefront. Only patients who have previously purchased from your storefront will receive these emails.

STEP 7

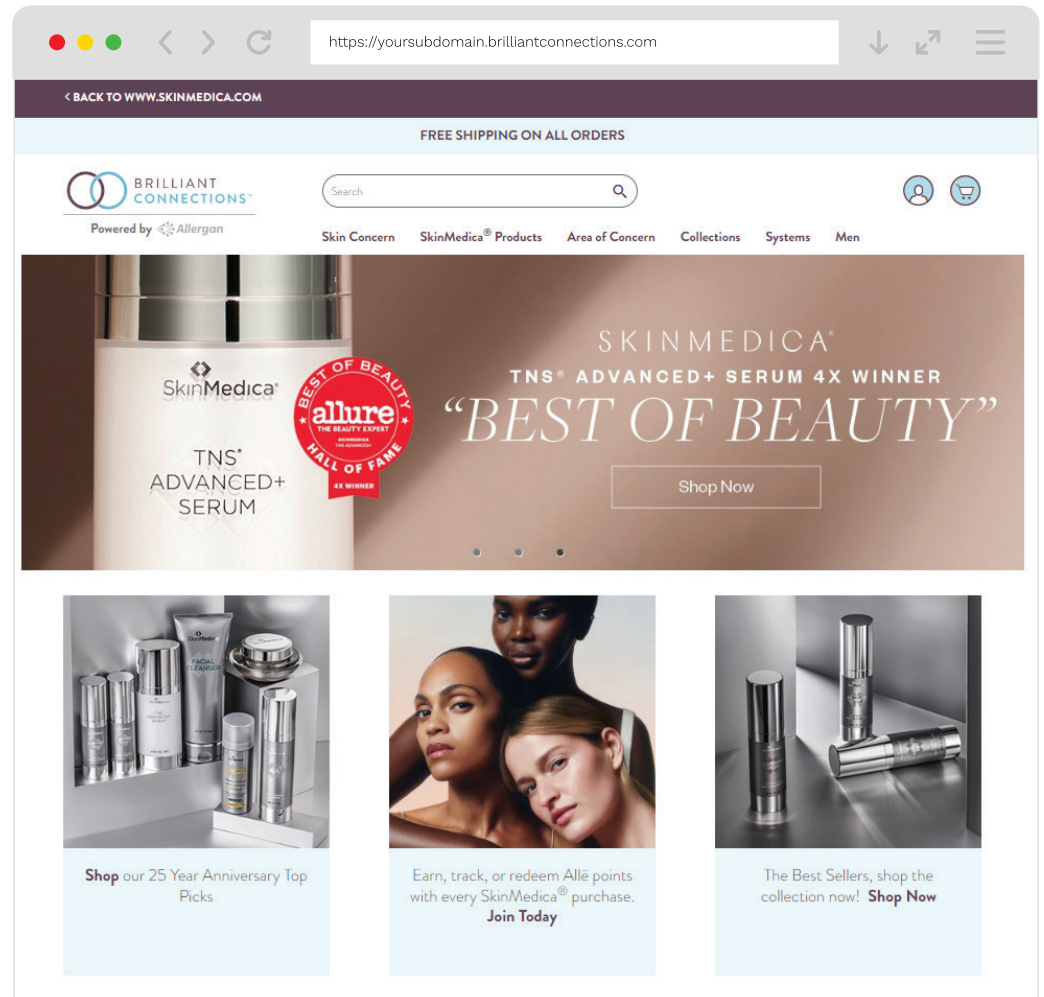


Launch your *new* e-commerce site!

- 24 hours after launch, your site will be ready for shopping and fully e-commerce enabled
- Patients can shop from you by going to any links you create on your website

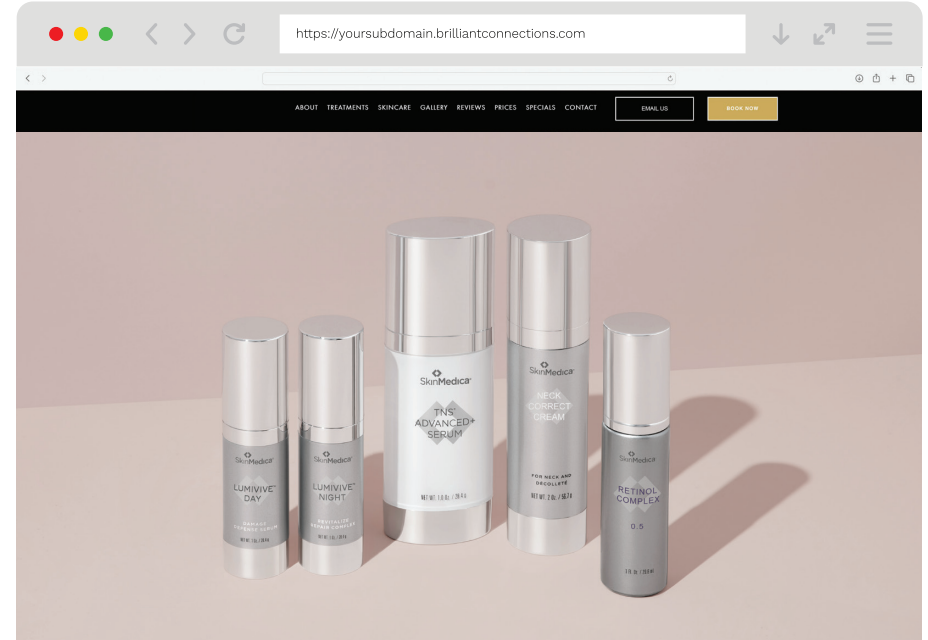
It is time to get your website administrator involved to link your URL to your practice website

STEP 8



Drive traffic to your site

- Add the “Shop Now” button, introductory banners, tiles, and social posts to direct traffic to your new e-commerce site
- All digital assets for Brilliant Connections™, including “Shop Now” buttons, images, etc, can be found on BrandBox or available through your sales representative
- Once you have the digital assets, provide them to your web designer or IT support person to add to your site
- You will need your Brilliant Connections™ URL: [https://\[yoursubdomain\].brilliantconnections.com](https://[yoursubdomain].brilliantconnections.com)



BEST PRACTICE:

Add the “Shop” tile to the main tab at the top of your website—make it easy to find!

5 steps to success

STEP 10

1. DISPLAY A QR CODE WITH A LINK TO YOUR BRILLIANT CONNECTIONS™ SITE IN YOUR PRACTICE

- You can download customizable SkinMedica® Counter Cards on [BrandBox](#)
- Input your unique Brilliant Connections™ QR code into the Counter Card and display it in your office

2. PRODUCT SUBSCRIPTIONS

- Patients can sign up for product subscriptions through Brilliant Connections™
- After your staff makes the initial sale, patients can have their favorite products automatically mailed to them as often as they like

3. STAY ACTIVE ON THE ADMINISTRATIVE PORTAL

- There you can view your sales dashboard, see a list of customers with subscriptions, pull reports, download the latest promotional materials, and manage your account settings



4. MAXIMIZE YOUR RELATIONSHIP WITH YOUR SALES REPRESENTATIVE

- Stay in contact with your sales representative on seasonal promotions and other marketing opportunities
 - Turn on seasonal promotions to drive revenue
 - Sites with “Exclusive Discount Period Promotion” enabled saw a 103% increase in average daily revenue, while sites with the discount disabled had a 23% decline in sales
 - Use the provided social media tool kits to promote your site to your patients

5. TAKE ADVANTAGE OF BRILLIANT CONNECTIONS™ CUSTOMER SERVICE

- Call 877-655-4344 to speak with our US-based agents during business hours (8 AM–6 PM CT)

SKINMEDICA®



**BRILLIANT
CONNECTIONS™**

PATIENTS CAN EARN AND REDEEM THEIR ALLĒ POINTS
AT YOUR BRILLIANT CONNECTIONS™ STOREFRONT

The official loyalty reward program for SkinMedica®. Allē rewards your patients with points on SkinMedica® and DiamondGlow®, which can be redeemed for qualifying Allē products and treatments.

Include a link to Allē to connect your patients—to earn points, purchase gift cards, get access to the A-List, and more. For details, visit [Alle.com](https://alle.com).