



Brilliantly *Connected*



POWERED BY SKINMEDICA®, AN ALLERGAN AESTHETICS COMPANY

Take your practice *to a new level*

Online sales are here to stay. The convenience, speed, and reliability make e-commerce the fastest-growing channel of skincare distribution. In 2024, total retail e-commerce sales are expected to **exceed \$1.2 trillion**.¹

At SkinMedica® we have an exciting program to help support your practice. It's called Brilliant Connections™, and the brilliance is simple: it's your practice's branded e-commerce platform, allowing your patients to purchase SkinMedica® from you 24/7.



YOUR 24/7 ONLINE SHOP

DID YOU KNOW?



83% of patients have purchased professional-grade skincare online in the past 12 months²



55% will continue to purchase online²



35% will purchase in person at doctor's office²

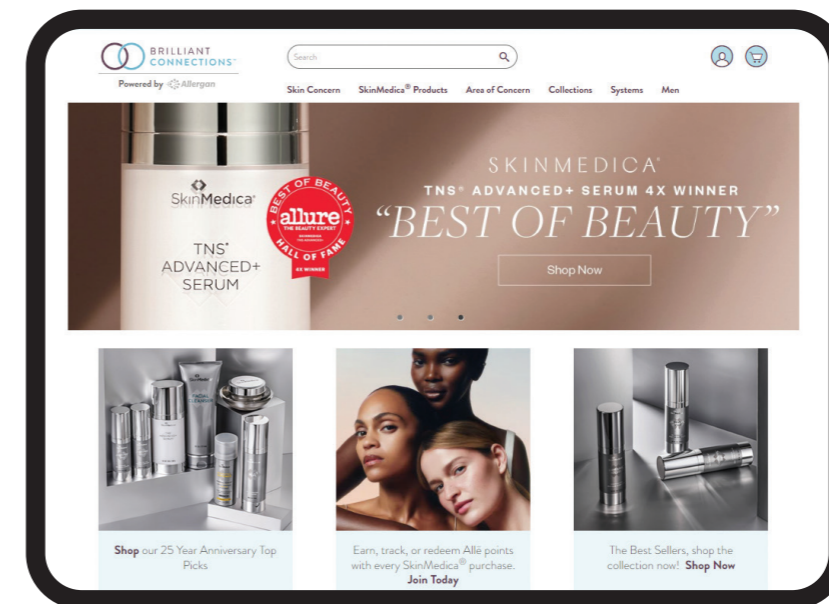


40% will purchase in person at medi-spa²

Brilliant sales

We understand the many facets of running a successful practice—you're providing excellent care alongside operating a full-fledged business. Some providers feel they don't have the time or bandwidth to operate an e-commerce website. But it's a small investment in resources that's more than worth it.

Practices that have a robust Brilliant Connections™ online presence see a significant increase in SkinMedica® sales. Patient activity proves they not only stay loyal to a practice—they turn to the practice more often.



DID YOU KNOW?



30% of Brilliant Connections™ sales occur between 6 PM and 8 AM²

No practice can be open 24/7, but an online presence lets you be available around the clock.

Online sales. *Open for business.*

SUPPORTING YOUR PRACTICE

Brilliant Connections™ is a 24/7 online marketplace that lets you build patient loyalty by offering easy access to SkinMedica® products.

Allergan Aesthetics
*provides all of these
complimentary services:*

CUSTOMER SERVICE AND TECHNICAL SUPPORT

LOGISTICS MANAGEMENT

CONVENIENT SUBSCRIPTION FUNCTIONALITY

ONLINE MARKETPLACE WITHIN YOUR
OWN PRACTICE WEBSITE

Your *quick-shop* guide

Creating your Brilliant Connections™ online marketplace is a simple step-by-step process.

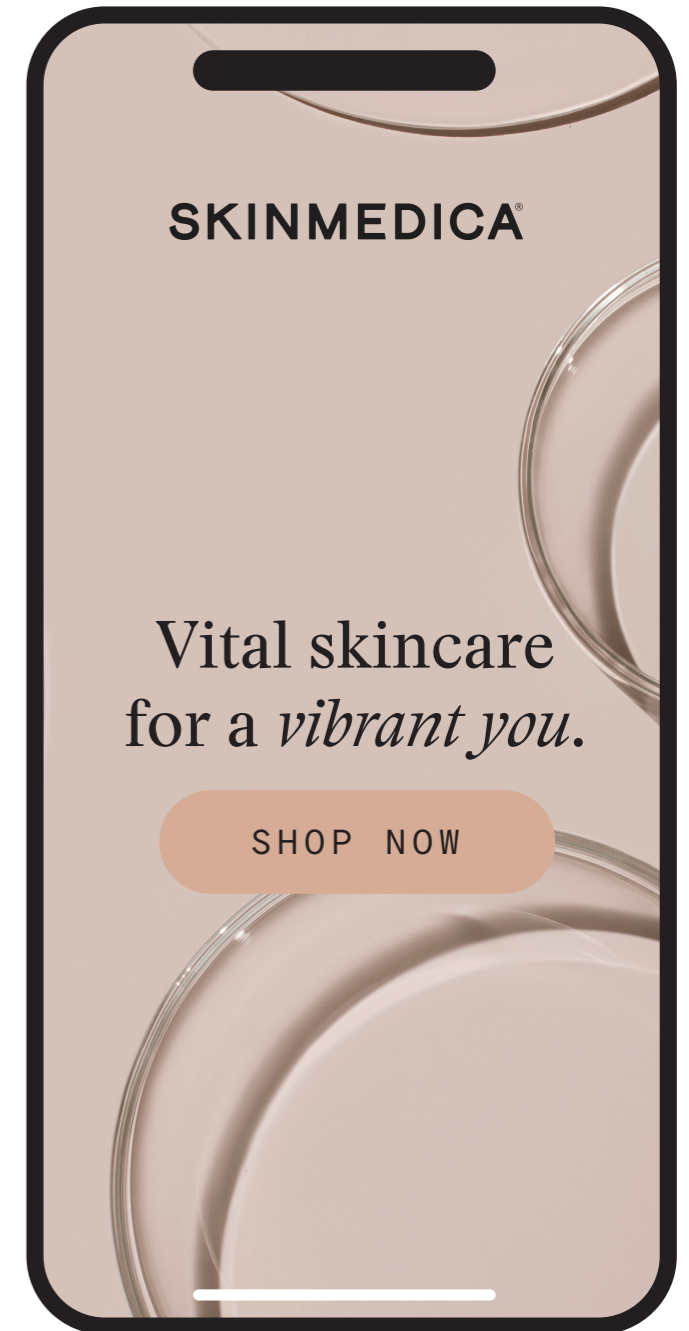
We provide free sales resources:

- Monthly promotions
- Customizable emails
- Social posts
- Banner advertisements
- Complimentary samples
- Comprehensive training
- Buy Now, Pay Later with Afterpay

Empower a practice staff member to “own” your Brilliant Connections™ site. They’ll quickly become experts with our full, 24/7 support as they monitor activity on the site and utilize provided marketing materials.



SALES RESOURCES



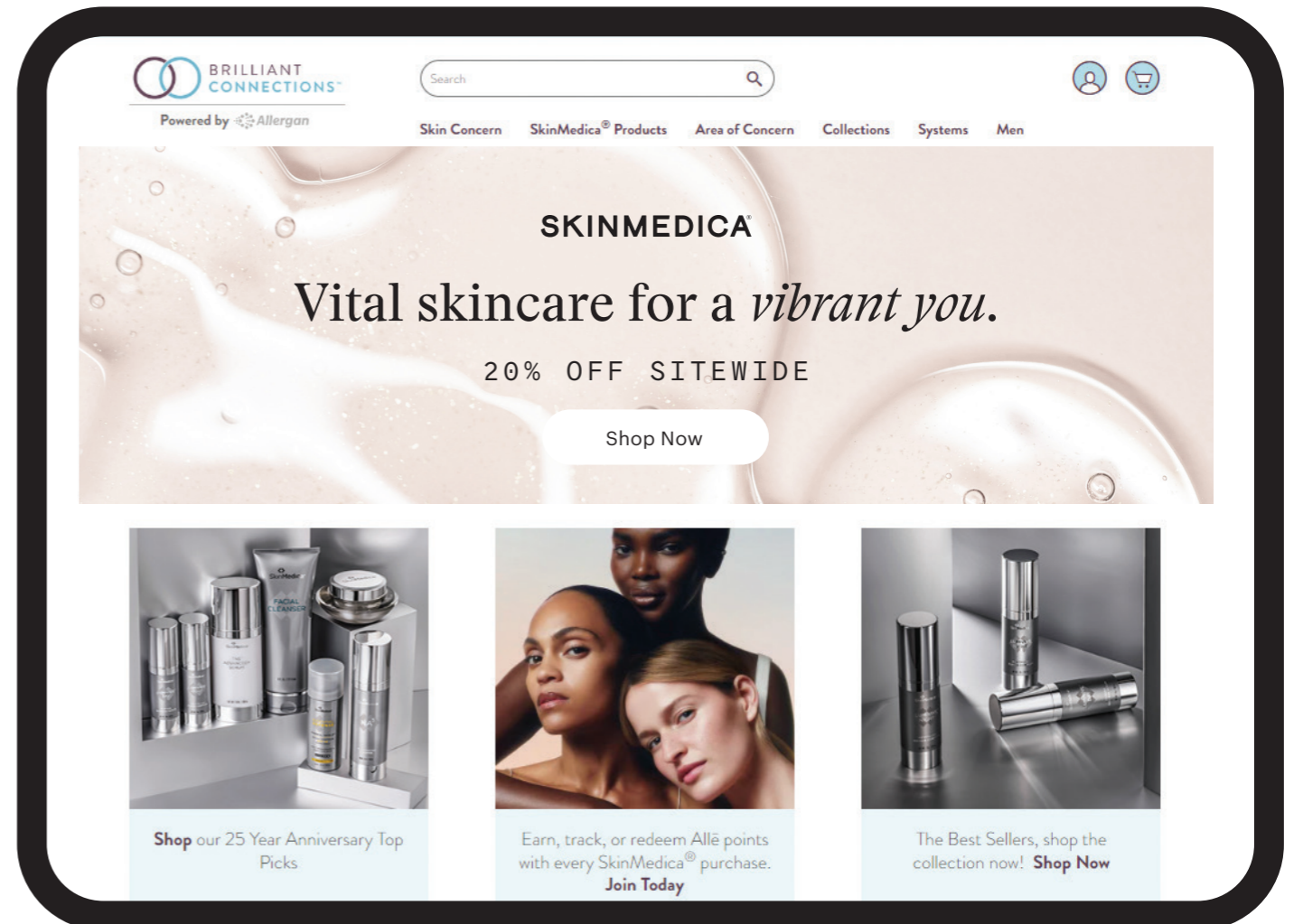
REACH OUT TO YOUR SKINMEDICA®
STRATEGIC ACCOUNT MANAGER FOR DETAILS.

Provide *limited-time* offers

Practices can opt in to seasonal promotions that are offered through Brilliant Connections™. Throughout the year, your patients can receive discounts on certain products, as long as the feature is enabled.

Sites with the “**Exclusive Discount Period Promotion**” feature enabled:

- **10x more likely to have a patient order** during the promotion period vs sites with the discount disabled
- **103% increase in average daily revenue** vs a **23% decline** in sales for sites with the discount disabled



The screenshot displays the SkinMedica website interface. At the top, the Brilliant Connections logo is visible, along with a search bar and navigation links for Skin Concern, SkinMedica® Products, Area of Concern, Collections, Systems, and Men. The main banner features a close-up of skin with a glowing effect, with the text "SKINMEDICA Vital skincare for a vibrant you." and "20% OFF SITEWIDE" prominently displayed. A "Shop Now" button is located below the banner. Below the banner, there are three promotional tiles: "Shop our 25 Year Anniversary Top Picks" (showing various skincare products), "Earn, track, or redeem Allē points with every SkinMedica® purchase. Join Today" (showing three women's faces), and "The Best Sellers, shop the collection now! Shop Now" (showing more skincare products).

Introducing afterpay ↻

Afterpay is a “Buy Now, Pay Later” service that allows consumers to pay for purchases in installments. Afterpay is now available as an option that your practice can activate on Brilliant Connections™.

To take advantage of this program, consumers have to create an Afterpay account before checking out.

In 2024, **93.3M** American consumers will use a “*Buy Now, Pay Later*” program.³

“*Buy Now, Pay Later*” programs result in an **85% higher average order value** than when customers use other payment methods.³



BUY NOW, PAY LATER



SKINMEDICA®



LEARN HOW EASY IT IS TO SET UP YOUR ONLINE SALES PROGRAM.
CONTACT YOUR SKINMEDICA® STRATEGIC ACCOUNT MANAGER
TO FIND OUT MORE AND GET STARTED.

References: 1. Statista. Revenue of the e-commerce industry in the U.S. 2019-2029. Published August 26, 2024. Updated May 2024. Accessed November 22, 2024. <https://www.statista.com/statistics/272391/us-retail-e-commerce-sales-forecast/>. 2. Data on file at SkinMedica®. 3. Capital One. Buy Now Pay Later Statistics. Updated July 14, 2024. Accessed October 3, 2024. <https://capitaloneshopping.com/research/buy-now-pay-later-statistics/>.

Most SkinMedica® products are intended to meet the FDA's definition of a cosmetic product, an article applied to the human body to cleanse, beautify, promote attractiveness, and alter appearances. These SkinMedica® products are not intended to be drug products that diagnose, treat, cure, or prevent any disease or condition. These products have not been approved by the FDA, and the statements here have not been evaluated by the FDA.

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