**ALLERGAN BRANDING GUIDELINES**

You have indicated that you would like to use one or more of Allergan’s trademarks and logos (collectively “trademarks”) in your own electronic or printed advertising and marketing materials. You may select the trademark(s) that you wish to use by placing your name and signature next to the trademark on Appendix A.

Allergan grants you permission to use its trademarks indicated on Appendix A in electronic or printed advertising and marketing materials. HOWEVER, as a condition of Allergan granting you permission, you must follow these strict guidelines:

1. You must display the trademark exactly as shown in Appendix A. You may not alter the colour or font, or any other aspect of the design.

2. In written text, you must

* + - distinguish the trademark from the rest of the text by placing the trademark as follows:

BOTOX COSMETIC®

Juvéderm®

Juvéderm® VOLITETM

Juvéderm® VOLBELLA®

Juvéderm® VOLIFT®

Juvéderm® VOLUMA®

Juvéderm® VOLUXTM

BELKYRA®

LATISSE®

SkinMedica®

* + - use the ®/™ (English) or MD/MC (French), as applicable, adjacent to the trademark:

3. You must state that Allergan is the owner of the trademark and copyright by using the following statements on all printed or electronic advertising or marketing material:

Trademark Statements:

For BELKYRA®, the appropriate trademark statements are as follows:

Belkyra® is a registered trademark of Allergan Sales, LLC, an AbbVie company, used under license by Allergan Inc.

BelkyraMD est une marque déposée de Allergan Sales, LLC, une société d’AbbVie, utilisées sous licence par Allergan Inc.

For BOTOX COSMETIC® and LATISSE®, the appropriate trademark statements are as follows:

BOTOX COSMETIC® and its design are registered trademarks of Allergan Inc., an AbbVie company.

BOTOX COSMETICMD et son dessin sont des marques déposées d’Allergan Inc., une société d’AbbVie.

LATISSE® and its design are trademarks of Allergan Inc., an AbbVie company.

LATISSEMD et son dessin sont des marques de commerce d’Allergan Inc., une société d’AbbVie.

For Juvéderm®, Juvéderm® VOLITETM, Juvéderm® VOLEBLLA®, Juvéderm® VOLIFT®, Juvéderm® VOLUMA® and Juvéderm® VOLUXTM, the appropriate trademark statements are as follows:

JUVÉDERM®, VOLITE™, VOLBELLA®, VOLIFT®, VOLUMA®, VOLUX™ and their designs are trademarks of Allergan Holdings France SAS, an AbbVie company, or its affiliates, used under license by Allergan Inc. **\***

JUVÉDERM®, VOLITE ™, VOLBELLA®, VOLIFT®, VOLUMA®, VOLUX™ et leurs dessins sont des marques d'Allergan Holdings France SAS, une société AbbVie, ou ses filiales, utilisées sous licence par Allergan Inc.\*

\*The JUVÉDERM trademark statements will need to be modified if the piece being reviewed includes some, but not all the listed products.

For SKINMEDICA® trademarks, the rules are as follows:

If “SkinMedica®” is being used in a promotional piece as part of the product name

(e.g., the SkinMedica® HA5 product), then it is appropriate to use the trademark statement:

SKINMEDICA® is a registered trademark of Allergan, Inc., an AbbVie company.

SKINMEDICA® est une marque déposée d'Allergan, Inc., une société AbbVie.

If however, “SkinMedica” is being used to refer to the corporate entity that developed the products (e.g., SkinMedica® developed LYTERA®, TNS® and many other products), then please do not insert a trademark statement for SkinMedica because we no longer include trademark statements for our corporate entities.

The Copyright Statement is as follows:

© 2021 AbbVie. All rights reserved.

Tous les droits sont réservés. ©2021 AbbVie.

4. The permission granted herein is for electronic or printed advertising and marketing materials. The permission is NOT for any other use of Allergan’s trademarks. If you wish to make other use of one or more of our trademarks, for example in a domain name, on exterior or interior signage at your clinic, or in the actual name of your clinic, you must contact your Allergan representative, provide Allergan with examples of proposed use of our trademark and seek and obtain express written permission.

5. Further, you must adhere to the Canadian Code of Advertising Standards in all electronic or printed advertising and marketing materials with respect to any of Allergan’s copyright, procedures, products and/or trademarks and, in particular, the restrictions on direct-to-consumer advertising of Prescription Drugs (i.e., BOTOX COSMETIC®, BELKYRA® and LATISSE®) being limited to only name, price and quantity.

6. You acknowledge and agree that following these guidelines is critical to Allergan for maintaining the distinctiveness of and goodwill attaching to its trademarks and that in the event that you fail to comply with these guidelines, Allergan reserves the right to withdraw the permission granted herein, and to seek all other remedies that it deems appropriate to preserve the distinctiveness and goodwill in the trademarks.

**READ AND AGREED TO** this \_\_\_     \_\_\_ day of \_\_\_\_     \_\_, 20XX.

|  |  |  |
| --- | --- | --- |
| Registered Legal Name of Clinic, if any: |  |  |
| Registered Business Name of Clinic, if different from above: |  |  |
| Full Name of Medical Doctor who operates Clinic: |  |  |
| Signature of Medical Doctor: |  | **(mandatory)** |
| Email Address:  Allergan Account Number: |  | **(mandatory)**    **(mandatory)** |
| Full Address of Clinic: |  |  |
|  |  |  |

Please return all seven (7) pages of Allergan Branding Guidelines, as executed by a Medical Doctor, to Heather Collins, Administrative Assistant, Medical Aesthetics, by regular mail, or by e-mail at Heather.Collins@allergan.com, or by facsimile at 1-844-300-8155. **Once this document is returned fully completed and executed, we will forward updated logos electronically to the e-mail address above. We kindly request that you print legibly to avoid any delay in response.**

Appendix ‘A’

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| --- | --- | --- | --- |
| **Allergan Logo** | **Please indicate if you require the ENGLISH logo   (Yes/No)** | **Please indicate if you require the FRENCH logo   (Yes/No)** | **Please indicate which Trademark you wish to use by printing your name and writing your signature in the adjacent space** |
| BOTOX COSMETIC® logo |  |  | PRINT NAME  SIGNATURE |
| Juvéderm® logo   (English only) |  | Not applicable | PRINT NAME  SIGNATURE |
| Juvéderm® VOLITETM logo   (English only) |  | Not applicable | PRINT NAME  SIGNATURE |
| Juvéderm® VOLBELLA® logo   (English only) |  | Not applicable | PRINT NAME  SIGNATURE |
|  |  |  |  |
| **Allergan Logo** | **Please indicate if you require the ENGLISH logo   (Yes/No)** | **Please indicate if you require the FRENCH logo   (Yes/No)** | **Please indicate which Trademark you wish to use by printing your name and writing your signature in the adjacent space** |
| Juvéderm® VOLIFT® logo   (English only) |  | Not applicable | PRINT NAME  SIGNATURE |
| Juvéderm® VOLUMA® logo   (English only)  Text  Description automatically generated |  | Not applicable | PRINT NAME  SIGNATURE |
| Juvéderm® VOLUXTM logo   (English only)  Logo, company name  Description automatically generated |  | Not applicable | PRINT NAME  SIGNATURE |
| BELKYRA® logo    A picture containing company name  Description automatically generated |  |  | PRINT NAME  SIGNATURE |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Allergan Logo** | **Please indicate if you require the ENGLISH logo   (Yes/No)** | **Please indicate if you require the FRENCH logo   (Yes/No)** | **Please indicate which Trademark you wish to use by printing your name and writing your signature in the adjacent space** | |
| LATISSE® logo |  |  | | PRINT NAME  SIGNATURE |
| SkinMedica®  (English word mark only) |  | Not applicable | | PRINT NAME  SIGNATURE |