OFFICIAL CONTEST RULES

WIN A MAKEOVER WITH JUVEDERM ("CONTEST")

THIS CONTEST IS OPEN TO FEMALE CANADIAN RESIDENTS ONLY AND IS GOVERNED BY CANADIAN LAW.

1. ELIGIBILITY:

Contest is open to legal female residents of Canada who are 40 years of age or older at the time of entry and who (at the time of entry) have not previously had injectable facial cosmetic treatments, except employees or agents (and those with whom they are domiciled) of Allergan Inc. (the "**Sponsor**"), its affiliated companies, advertising/promotion agencies and the Contest judges (collectively, the "**Contest Parties**").

2. CONTEST PERIOD:

No purchase necessary. Contest begins on March 15, 2010 at 12:00:01 a.m. Eastern Time (ET) and ends on May 15, 2010 at 11:59:59 p.m. ET (the "**Contest Period**").

3. HOW TO ENTER:

To enter, go to juvederm.ca/contest (the "Website"), click on the "Enter" button and an entry form will appear. Fully complete the entry form, which requires you to: (i) enter your first name, last name, mailing address (including city, province/territory and postal code), email address, daytime telephone number, occupation (optional) and age; and (ii) answer to the two (2) questions provided on the entry form. Once you have fully completed the entry form, you will be required to: (i) upload one (1) photograph of yourself (the "Photo"); **and** (ii) write an essay (the "Essay") in the space provided. Your Photo/Essay must be in accordance with the specific requirements listed below. When all required fields are completed (including uploading your Photo and Essay), click the "Submit" button to complete your entry (entry form and Photo/Essay hereinafter collectively referred to as "**Entry**").

There is a limit of one (1) Entry per person/email address permitted during the Contest Period. If it is discovered that you attempted to enter more than once during the Contest Period, then all of your entries will be void. Your Entry will be rejected if: (a) the entry form is not fully completed (including uploading your Photo and/or writing your Essay) and submitted during the Contest Period; and/or (b) if your Photo/Essay does not conform to the specific requirements listed below. Without limitation, the Contest Parties are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries.

BY SUBMITTING AN ENTRY, YOU AGREE THAT THE ENTRY COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE CONTEST PARTIES WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF THE ENTRY BY THE CONTEST PARTIES AND THE CONTEST PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE RULES.

4. PHOTO/ESSAY REQUIREMENTS:

Your submitted Photo/Essay must never have been previously exhibited publicly outside of this Contest or selected as a winner in any other contest. To be eligible for entry in this Contest, your Photo/Essay must meet the following specific requirements:

Type	Maximum Length/Size/Amount	Language	Acceptable Formats	Content Requirements
Photo	1 Photo (4 x 6) up to **1** MB	---	**JPEG**	Recent (within the last 3 months) photo of your front face (chest up) with light to natural make-up and no hair on the face
Essay	Between 60 – 80 words	English or French	---	Briefly discuss why you want to receive a Juvederm makeover and why you feel you should win

By participating in the Contest, each entrant agrees to be bound by these Official Contest Rules (the "**Rules**") and by the interpretation of these Rules by the Sponsor, and further warrants and represents that her Photo/Essay:

i. is original to her and that the entrant has all necessary rights (including, without limitation, consent of the photographer) in and to the Photo/Essay to enter the Contest;

ii. does not violate any law, statute, ordinance or regulation;

iii. does not contain any reference to or likeness of any identifiable third parties;

iv. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever; and

v. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following:

- Nudity;
- Explicit, graphic or excessive sexual activity;
- Crude, vulgar or offensive language and/or symbols;
- Derogatory characterizations of any ethnic, racial, sexual or religious groups;
- Content that endorses, condones and/or discusses any illegal, inappropriate or risky activity, behaviour or conduct;
- Personal information of individuals, including, without limitation, names and addresses (physical or electronic);
- Conduct or other activities in violation of these Rules;
- Commercial messages, comparisons or solicitations for products or services;
- Any identifiable third party products and/or trade-marks, brands or logos. For example, any clothing worn by you in your Photo must not contain any visible logos, trade-marks or other third party materials; and
- Any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor and/or the Contest Parties in its/their sole discretion.

By entering the Contest and submitting an Entry, each entrant: (i) grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the Photo/Essay, in whole or in part, for advertising or promoting the Contest or for any other reason; (ii) waives all moral rights in and to her Photo/Essay in favour of the Sponsor; and (iii) agrees to release and hold harmless the Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the "**Releasees**") from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action. For greater certainty, the

Sponsor and/or the Contest Parties reserve the right, in its/their sole discretion, to modify, edit or disqualify any Photo/Essay, or to request an entrant to modify or edit her Photo/Essay for any reason.

5. GRAND PRIZES:

There will be a total of four (4) Grand Prizes available to be won as follows: two (2) in English Canada (excluding Quebec) and two (2) in Quebec. Each Grand Prize consists of a Juvederm treatment makeover for the winner (note: the specific details of each Juvederm treatment makeover to be provided will be dependant on the requirements of each Grand Prize winner). The approximate retail value of each Grand Prize is $1,600 (the "**Grand Prize(s)**"). In each case, the Grand Prize will only be awarded to the entrant whose complete name and valid e-mail address appears on the official Contest entry form.

Without limiting the generality of the foregoing, the following general conditions apply to each Grand Prize: (i) Grand Prize must be accepted as awarded and is not transferable or convertible to cash (no substitutions except at Sponsor's option); (ii) Sponsor reserves the right to substitute the Grand Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including without limitation, but solely at the Sponsor's sole discretion, a cash award; (iii) prior to receiving the makeover, each eligible Grand Prize winner must undergo a consultation with a qualified physician (as chosen by Sponsor in its sole discretion) to determine the winner's health and suitability for the Juvederm treatment (NOTE: if an eligible Grand Prize winner is deemed by the qualified physician not to be suitable for the Juvederm treatment, then that eligible Grand Prize winner will be disqualified and will not be eligible to receive a prize in this Contest. In such event, the next eligible entrant (according to the next highest Score – see below) will be deemed the Grand Prize selected Entrant and this process will be repeated); and (iv) by accepting the Grand Prize, each winning entrant agrees to waive all recourse against the Contest Parties if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part.

6. GRAND PRIZE WINNER SELECTION PROCESS:

A panel of judges appointed by the Sponsor will judge all eligible Photos/Essays received during the Contest Period on the basis of: (i) originality of the Essay; and (ii) the entrant's suitability as a candidate for a makeover treatment with Juvederm. All criteria will be weighed equally. Odds of your Photo/Essay being selected depend on the number and calibre of eligible Photos/Essays received during the Contest Period. The top two (2) eligible Photos/Essays from English Canada (excluding Quebec) and the top two (2) eligible Photos/Essays from Quebec with the highest total score ("**Score**") will be deemed to be selected Grand Prize entrants (subject to compliance with these Rules). In the event of a tie between two or more Photos/Essays based on total Score, the Photo/Essay (from amongst all such tied Photos/Essays) with the highest score on the entrant's suitability as a candidate for a makeover treatment with Juvederm will be deemed to be the selected Grand Prize entrant. Judging will be completed and each selected Grand Prize entrant will be contacted by email or phone by July 15, 2010. If you have not been contacted by this date, you may assume that you are not a Grand Prize selected entrant.

BEFORE BEING DECLARED A GRAND PRIZE WINNER, each selected Grand Prize entrant must: (a) correctly answer a mathematical skill testing question without mechanical or other aid; and (b) sign and return within ten (10) business days of notification a declaration and release form prepared by the Sponsor, which, among other things: (i) assigns all intellectual property, including copyright, in and to her Photo/Essay and waives her moral rights therein in favour of the Sponsor; (ii) confirms compliance with these Contest Rules; (iii) acknowledges acceptance of the Grand Prize as awarded; (iv) agrees to indemnify the Releasees against any and all claims, damages, liabilities, costs, and expenses arising from use of her Photo/Essay, including without limitation, any claim that her Photo/Essay infringes a proprietary interest of any third party; (v) releases the Releasees from any liability in connection with this Contest, the Grand Prize selected entrant's participation therein and/or the awarding and use/misuse of the Grand Prize or any portion thereof; and (vi) grants Sponsor the right to develop a magazine article that will showcase the "before" and "after" results of the winner's treatment with Juvederm.

If a Grand Prize selected entrant: (i) cannot be contacted by phone or email within three (3) attempts or ten (10) business days of July 15, 2010 (whichever occurs first); (ii) there is a return of any notification as undeliverable; (iii) fails to return the properly executed Contest documents within the specified time; (iv) fails to correctly answer the skill testing question; or (v) is deemed by the qualified physician not to be suitable for the Juvederm treatment (see above); then she will be disqualified and will forfeit her opportunity to be a Grand Prize winner and the next eligible entrant (according to the next highest Score) will be deemed the Grand Prize selected Entrant.

7. GENERAL CONDITIONS:

By entering the Contest, each entrant agrees to the use of her Photo/Essay, along with her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the Internet. For greater certainty, the Sponsor may develop a "show the results" magazine article that will showcase the "before" and "after" results of the winner's treatment with Juvederm.

The Contest Parties will not be liable for any failure of the Website during the Contest; for any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; for the failure of any Entry to be received by the Contest Parties for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website; or any combination of the above. Further, the Contest Parties will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating or downloading any material in the Contest.

In the event of a dispute regarding who submitted an Entry, Entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof that she is the authorized account holder of the email address associated with the selected Entry and that she has all necessary consents, permissions and/or licenses as required by these Rules. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Contest server machine(s).

The Sponsor reserves the right, subject to the approval of the Régie des alcools, des courses et des jeux ("**Régie**"), to withdraw or amend this Contest in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor, with the consent of the Régie, reserves the right to cancel or suspend this Contest, or to amend these Rules without prior notice or obligation, in the event of any accident, printing, administrative, or other error or any kind, or for any other reason.

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entrants and/or Entries.

For Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with her Entry only for the purpose of administering the Contest and in accordance with Sponsor's Privacy Policy (available at: http://www.allergan.ca/privacy/index.htm), unless the entrant otherwise agrees.