

## **Brilliant Distinctions Program**

### **How it works**

Brilliant Distinctions is a loyalty program for Allergan- the company that manufactures Botox. (as well as Juvederm, Kybella, Latisse, Coolsculpting, etc) The program functions a lot like an airline rewards program or a store's shopping membership: you earn points for spending on certain treatments or products and are able to redeem those points towards future treatments.

Brilliant Distinctions offers a very simple sign up process on its web page ([brilliantdistinctionsprogram.com](http://brilliantdistinctionsprogram.com)). You can join with your Facebook or Google information (they won't post on your behalf on either account) or you can just sign up with your name, birth date, gender, zip code, email, and a password that you create. When signing up, you are encouraged to provide your mobile number in order to receive information via text message. If you no longer wish to receive these texts, simply text back the word "STOP".

Once you're a member, you can earn a certain number of rewards on each treatment or qualified product purchase. The rewards are valued at \$10 for every 100 points, and you can redeem them in the future to save money on cosmetic treatments and products. As a member, you are also privy to special offers on other Allergan products. Brilliant Distinctions is an Allergan program, which means most of the company's products are covered. Some of these products include: Botox, Juvederm, Coolsculpting, and Latisse. A full description of applicable treatments and products are listed on [brilliantdistinctionsprogram.com](http://brilliantdistinctionsprogram.com).

Something to note: Allergan also limits rewards in keeping with cosmetic and medical best practices. For example, Botox treatments should not be done any more than every three months. If you undergo a treatment within three months of your previous session, the program wont provide any rewards for it.

There are ways to earn extra points by being an active member. For instance, simply by downloading the Brilliant Distinctions App for your smart phone, you are easily able to manage your membership, plus you will receive 100 points. Make sure that you log in from your phone to ensure your credit. You can earn 200 points for each friend that is referred by you and joins. (This reward has a limit of 5 friend referrals/1,000 points. Shopping for products at the Brilliant Distinctions mall you can earn rewards for purchases at online retailers such as Michael's, Kohl's, Fandango, and Best Buy. Rewards vary by retailer. For example, as of March, 2018, for every \$2 spent at Best Buy, you will get one Brilliant Distinctions point.

Doctors and patients alike feel the Brilliant Distinctions rewards program is worth the minimal effort it takes to join and maintain it. It takes approximately 2 minutes to set up your account and redeeming your rewards is as easy as using a coupon from the Sunday paper. If you require any assistance in the set up of your membership, simply ask any Radiant Reflections staff member.

For more information, please visit [brilliantdistinctionsprogram.com](http://brilliantdistinctionsprogram.com)