

**KEEP THE
WISDOM.
LOSE THE
LINES.™**

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**OSCAR®-NOMINATED ACTRESS VIRGINIA MADSEN ANNOUNCES
LAUNCH OF *KEEP THE WISDOM. LOSE THE LINES.™* HEALTH EDUCATION
CAMPAIGN WITH ALLERGAN, INC.**

***National Women's Health Resource Center Reveals and Answers Women's Top 10
Questions about Medical Aesthetic Injectable Treatments***

(NEW YORK – May 8, 2007) – Oscar®-nominated actress Virginia Madsen today announced the launch of *Keep the Wisdom. Lose the Lines.™*, a health education campaign sponsored by Allergan, Inc. (NYSE: AGN), the maker of BOTOX® Cosmetic (Botulinum Toxin Type A) and the JUVÉDERM™ dermal filler family of products. The campaign aims to answer women's most frequently asked questions about aesthetic injectable treatments as identified in a new survey by the not-for-profit National Women's Health Resource Center (NWHRC). By addressing these specific questions, *Keep the Wisdom. Lose the Lines.™* will educate women about the importance of seeking an aesthetic-specialty physician when considering these treatments and choosing products that are science-based and approved by the U.S. Food and Drug Administration (FDA).

The need for the campaign is clear. The use of aesthetic injectable treatments is increasing at a rapid rate. According to the American Society of Plastic Surgeons (ASPS), the use of BOTOX® Cosmetic has increased among women by 283 percentⁱ in the five years since the medical product was approved for cosmetic use by the FDA in April 2002, and the use of hyaluronic acid dermal fillers has increased among women by 68 percentⁱⁱ since 2004. With this surge in interest and usage, consumers seeking aesthetic injectable treatments will need to be smart and informed when it comes to making decisions about their beauty regimens. Yet according to a recent Harris Interactive® national survey conducted by the NWHRC, women have many unanswered questions about aesthetic injectable treatments. This new initiative will answer women's top 10 questions, including whether aesthetic injectable treatments are safe, how much they cost and if the results will look natural.

"There are a lot of myths and misinformation out there about these treatments, including who uses them and why, and what results to expect," said Ms. Madsen, who received Oscar® and Golden Globe® Award nominations for her outstanding performance in the 2004 hit film, *Sideways* and has been featured in recent films including *The Number 23* and *The Astronaut Farmer*. The 45-year-old actress begins filming her new movie, *Diminished Capacity*, co-starring Matthew Broderick and Alan Alda, in June. "I have been very open over the years about my use of these medical products because I have had a good experience with them. In fact, I consider them part of my normal health and beauty routine along with eating right and exercising." Ms. Madsen continued, "I am involved with the *Keep the Wisdom. Lose the Lines.™* campaign because it is an opportunity to responsibly educate people about aesthetic injectable treatments and the importance of making informed choices, as well as to urge people to get these treatments only from a licensed and trained physician in an appropriate medical setting."

Ms. Madsen is one of the few Hollywood actresses who admits to getting treated with BOTOX® Cosmetic and JUVÉDERM™ dermal fillers. "I believe it is important for women to talk honestly with each other, to ask questions and get the facts so we can make responsible and informed treatment choices," explained Ms. Madsen. "I have been using BOTOX® Cosmetic for years to treat the vertical frown lines between my brows that look like an "11" and give me the

appearance of looking tired and stressed, and now I use JUVÉDERM™ dermal fillers to treat the “parentheses” around my nose and mouth. I like the results because I lost the lines but still look like me.”

Ms. Madsen is being joined in the *Keep the Wisdom. Lose the Lines.*™ health education campaign by her 74-year-old mother, award-winning documentary filmmaker Elaine Madsen. Elaine Madsen also uses JUVÉDERM™ dermal fillers as part of her beauty routine and both she and her daughter Virginia visit the same dermatologist for their treatments. “Virginia and I look forward to going to the dermatologist together for our treatments. Going to the right doctor, who takes the time to understand your own unique facial needs, makes all the difference.”

As part of the campaign, Ms. Madsen and her mother will be participating in educational events around the country later this year, where they will share their experiences and urge women and men to talk to a physician and make informed choices when considering facial aesthetic treatments. Local-area aesthetic-specialty physicians also will be at these events to answer consumer questions. The campaign also includes a Web site – www.KeepTheWisdom.com – which provides a list of aesthetic-specialty physicians by zip code to help women and men locate a licensed physician who is trained to assess a patient’s aesthetic needs and provide treatments in a safe, professional environment.

The Web site also includes a downloadable booklet that provides the answers to the top 10 questions women have about aesthetic injectable treatments. The top 10 questions, which were identified by nearly 1,300 U.S. women in the NWHRC survey are:

1. Are these products safe?
2. How much do treatments cost?
3. Will the results look natural?
4. How long will the treatments last?
5. Will my insurance cover the cost?
6. Are the treatments painful?
7. Is there scarring?
8. How long does the procedure take?
9. Do the products cause bruising or other side effects?
10. Will my face still have expression?

“Women still have a number of questions about these products despite their popularity,” said Elizabeth Battaglino Cahill, RN, executive vice president of NWHRC. “We want women to have the facts about these treatments so that, in consultation with their healthcare practitioner, they can make the best, most informed treatment choices.”

Flor Mayoral, M.D., a board certified dermatologist and clinical faculty member at the University of Miami Miller School of Medicine, is listed on the Web site and believes the campaign will be an important resource for women who are interested in aesthetic injectable treatments. “Once women understand the differences among these treatments, they will have a better understanding of what questions to ask and what results they can expect from each treatment,” Dr. Mayoral explained. “For example, BOTOX® Cosmetic is not a dermal filler, rather it is a purified protein that relaxes the dominant frown muscles between the brows that cause the “11” to form. On the other hand, dermal fillers such as JUVÉDERM™ instantly fill in facial wrinkles and folds. This kind of dialogue is critical to ensuring patient satisfaction.”

Robert Grant, president of Allergan Medical, a division of Allergan, Inc., agrees. “Patient satisfaction has always been the key to the success of BOTOX® Cosmetic, which has been the number one physician administered aesthetic treatment in the United States for the past five yearsⁱⁱⁱ. In fact, patients who are treated with BOTOX® Cosmetic by an aesthetic-specialty

physician have a satisfaction rate of 97 percent^{iv}.” Mr. Grant continued, “Allergan is proud to be supporting the *Keep the Wisdom. Lose the Lines.*[™] health education campaign because we want anyone who is interested in receiving an aesthetic injectable treatment to have the best possible outcome. The only way to do that is to choose the right doctor, who will choose the right treatment for a patient’s particular facial needs.”

More information about the *Keep the Wisdom. Lose the Lines.*[™] health education campaign can be obtained by visiting www.KeepTheWisdom.com. Additional information on the survey can be found at the National Women’s Health Resource Center’s Web site, www.healthywomen.org.

Important BOTOX[®] Cosmetic (Botulinum Toxin Type A) Information

BOTOX[®] Cosmetic is indicated for the temporary improvement in the appearance of moderate to severe frown lines between the brows in people 18 to 65 years of age.

Important BOTOX[®] Cosmetic (Botulinum Toxin Type A) Safety Information

Serious heart problems and serious allergic reactions have been reported rarely. If you think you are having an allergic reaction or other unusual symptoms, such as difficulty swallowing, speaking or breathing, call your doctor immediately. The most common side effects following injection are temporary eyelid droop and nausea. Patients with certain neuromuscular disorders such as ALS, myasthenia gravis or Lambert-Eaton syndrome may be at increased risk of serious side effects. For full prescribing information, please visit www.botoxcosmetic.com.

Important JUVÉDERM[™] Dermal Filler Safety Information

JUVÉDERM[™] is indicated for injection into the mid to deep dermis for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds), and is generally well tolerated. In clinical studies, adverse events were usually mild to moderate in nature, did not require intervention and lasted seven days or less. The most common side effects included temporary injection site reactions including redness, pain/tenderness, firmness, swelling, lumps and bumps and bruising. For complete patient safety and prescribing information, please visit www.Juvederm.com.

About the National Women’s Health Resource Center

The National Women’s Health Resource Center (NWHRC) is a leading not-for-profit independent health information source for women. NWHRC develops and distributes up-to-date and objective women’s health information based on the latest advances in medical research and practice. More information about NWHRC can be found at: www.healthywomen.org.

About Allergan, Inc.

With more than 55 years of experience providing high-quality, science-based products, Allergan, Inc., with headquarters in Irvine, California, discovers, develops and commercializes products in the ophthalmology, neurosciences, medical dermatology, medical aesthetics, obesity intervention and other specialty markets that deliver value to its customers, satisfy unmet medical needs, and improve patients' lives.

About Allergan Medical

Allergan Medical, a division of Allergan, Inc., offers the most comprehensive, science-based, aesthetic product offerings under its Total Facial Rejuvenation portfolio, including BOTOX[®] Cosmetic; hyaluronic acid and collagen-based dermal fillers; and physician-dispensed skin care products. Allergan Medical also offers the industry's widest range of breast implant options for reconstructive and aesthetic breast surgery, and leading minimally invasive devices for obesity intervention treatment.

Forward-Looking Statements

This press release contains "forward-looking statements", including statements by Virginia Madsen, Elaine Madsen, Ms. Cahill, Dr. Mayoral and Mr. Grant regarding research and

development outcomes, efficacy, market and product potential and other statements regarding BOTOX[®] Cosmetic and JUVÉDERM[™] dermal fillers. These statements are based on current expectations of future events. If underlying assumptions prove inaccurate or unknown risks or uncertainties materialize, actual results could vary materially from Allergan's expectations and projections. Risks and uncertainties include, among other things, general industry and market conditions; technological advances and patents attained by competitors; challenges inherent in the research and development and regulatory processes; challenges related to product marketing, such as the unpredictability of market acceptance for new products and/or the acceptance of new indications for such products; inconsistency of treatment results among patients and the potential for product failures; unknown risks associated with the investigational devices that are the subject of Allergan's clinical trials; potential difficulties in manufacturing new products; and governmental laws and regulations affecting domestic and foreign operations. Allergan expressly disclaims any intent or obligation to update these forward-looking statements except as required to do so by law.

Additional information concerning these and other risk factors can be found in press releases issued by Allergan, as well as Allergan's public periodic filings with the Securities and Exchange Commission, including the discussion under the heading "Risk Factors" in Allergan's 2006 Form 10-K. Copies of Allergan's press releases and additional information about Allergan is available on the World Wide Web at www.allergan.com or you can contact the Allergan Investor Relations Department by calling 1-714-246-4636.

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ⁱ "2002 Gender Distribution (Female): Cosmetic Patients," American Society of Plastic Surgeons (www.plasticsurgery.org/media/statistics/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=6059), "2006 Gender Quick Facts," American Society of Plastic Surgeons

(www.plasticsurgery.org/media/statistics/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=23626);

ⁱⁱ "2004 Cosmetic Surgery Gender Distribution (Female)," American Society of Plastic Surgeons (<http://www.plasticsurgery.org/media/statistics/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=16148>), "2006 Gender Quick Facts," American Society of Plastic Surgeons

(www.plasticsurgery.org/media/statistics/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=23626);

ⁱⁱⁱ "2002 Gender Distribution (Female): Cosmetic Patients," American Society of Plastic Surgeons (www.plasticsurgery.org/media/statistics/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=6059), "2006 Gender Quick Facts," American Society of Plastic Surgeons

(www.plasticsurgery.org/media/statistics/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=23626)

^{iv} 2005 BOTOX[®] Cosmetic Survey; Aesthetic Surgery Education & Research Foundation, 2005