June 17, 2024

Dear Eye Care Professional,

We're preparing for the American Optometric Association (AOA) Optometry's Meeting® in Nashville this week, where we'll share new scientific data, host several events which we encourage you to attend, and staff booth #627 which you can visit to learn more about our latest innovations. Specific news and events we'll be highlighting include:

Launch of Blink™ NutriTears®, a clinically proven over-the-counter supplement for dry eyes. This new nutritional supplement addresses dry eyes from the inside out, promotes healthy tear production and provides noticeable relief of eye dryness symptoms in as little as two to four weeks.[1]* Blink NutriTears will be available at most major retailers nationwide by the end of July 2024.



Introduction of Bausch + Lomb INFUSE® for Astigmatism daily disposable contact lenses. Engineered with a next-generation lens material infused with ProBalance Technology™ and the company's proprietary OpticAlign® design, INFUSE for Astigmatism provides astigmatic patients clear, stable vision, all-day comfort and minimizes contact lens dryness. We expect to start shipping INFUSE for Astigmatism fitting sets to eye care professionals in July 2024.



Three in-person presentations, which will take place during Optometry's Meeting this week. The presentations will feature new clinical data evaluating Blink NutriTears, selected by AOA as one of the top five Optometry's Meeting abstracts, and clinical evaluation data for Blink® Triple Care Lubricating Eye Drops, the first and only over-the-counter eye drop with both hyaluronate and a lipid nano-emulsion in the formula.



Our Celebration of Optometry event, which we're hosting jointly with AOA as their title sponsor, to celebrate the optometric community. Join us at Bell Bottom's Up (120 3rd Ave. S, Nashville) at 7 p.m. CT Friday, June 21. You'll also be able to learn more about INFUSE for Astigmatism, Blink NutriTears and other key products during the event.



Opal™ by Bausch + Lomb, a digital marketplace for your practice and patients, which is currently in development. Visit booth #627 to see a demo of the platform and let us know of any feedback.

Nine education events, which will be led by a distinguished group of eye care professionals.



12 ePosters, which were presented during the Optometry's Meeting ePoster session in May 2024. The OnDemand ePosters featured new data on real-world patient experiences with Bausch + Lomb INFUSE Multifocal silicone hydrogel daily disposable contact lenses and an evaluation of the performance of Biotrue® Hydration Plus Multi-Purpose Solution among two different patient demographics.



The impact we're making across the world. Our 2023 Sustainability Impact Report outlines our efforts to prioritize the wellbeing of our planet in every aspect of our business. This includes our ONE by ONE and Biotrue® Eye Care Recycling programs, which make it possible to recycle small eye care items and used contact lens materials properly and easily.



Our Dry Eye Awareness Month campaign in July. We'll report the results of a new consumer survey, educate consumers about the prevalence and impact of dry eyes, and underscore the importance of seeing an eye care professional to address their dry eye concerns.



Thank you for allowing us to help you meet the needs of your patients. If you can't attend Optometry's Meeting and are interested in learning more, please do not hesitate to reach out to your sales representative or our customer service team at 1-800-828-9030 (soft contact lenses and lens care), 1-800-253-3669 (custom lenses) or 1-800-553-5340 (pharmaceuticals or over-the-counter products).

We appreciate all you do to help patients see better to live better, and we hope to see many of you in Music City, U.S.A. this week!

Sincerely,





John Ferris
Executive Vice President, Consumer
Bausch + Lomb

Yang Yang
President, Global Vision Care
Bausch + Lomb

***These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.**

References

1. Gioia, et al. A Novel Multi-Ingredient Supplement Significantly Improves Ocular Symptoms Severity and Tear Production in Patients with Dry Eye Disease: Results from a Randomized, Placebo-Controlled Clinical Trial. *Front. Ophthalmol*. 2024;4. doi: 10.3389/fopht.2024.1362113.

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