Nov. 5, 2024

Dear Eye Care Professional,

We're gearing up for Academy 2024 in Indianapolis this week. In addition to presenting new scientific data, hosting engaging activities you won't want to miss and showcasing our latest innovations at booth #507, we'll also spotlight some of our latest news:

Launch of Opal™, our digital e-commerce marketplace for your practice and patients. Designed to help maximize efficiencies while enhancing the patient experience, Opal provides a streamlined ordering process for our contact lenses, with some of our over-the-counter products to be added in the coming months. Visit our booth to see a demo of the platform.

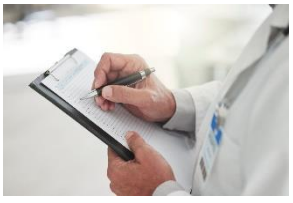
Since its June 2024 launch, Blink™ NutriTears® has received strong support from many eye care professionals, thanks to clinical studies*[1] demonstrating statistically significant improvements in tear production and symptom relief in two to four weeks.*§ We look forward to highlighting these findings and the supplement's clinical benefits through poster presentations and educational sessions this week.



We recently launched **www.KnowYourDryEye.com, an educational website designed to help patients better understand dry eye and how it can manifest**. The content is based on the results of our *State of Dry Eye* survey that found most respondents may not know their symptoms may be associated with eye dryness.



Data published by the National Institutes of Health suggest that oral supplementation with vitamin C, vitamin E and lutein/zeaxanthin may slow progression of non-central geographic atrophy in age-related macular degeneration (AMD). **If confirmed, the findings of this study indicate that some patients with advanced AMD may benefit from an AREDS 2 vitamin formulation**.[2]



In September, we celebrated the one-year launch anniversary of MIEBO® (perfluorohexyloctane ophthalmic solution). To date, MIEBO has been prescribed to more than 150,000 patients by approximately 17,000 doctors. We **held an immersive event in New York's Times Square** in October to encourage patients to ask their eye doctor about dry eye.
Please see Indication and Important Safety Information at the end of this letter.



Actress and XIIDRA® (lifitegrast ophthalmic solution) 5% spokesperson Julie Bowen recently addressed dry eye and the importance of talking to an eye doctor on The TODAY Show and with several other prominent consumer-facing media outlets.
Please see Indication and Important Safety Information at the end of this letter.



We recently acquired Trukera Medical and its ScoutPro® point-of-care portable device that precisely measures tear osmolarity to aid in diagnosis of dry eye disease. Hyperosmolarity, a condition not detectable by slit lamp examination, is a key indicator of dry eye disease, which can negatively affect corneal, cataract and refractive surgery outcomes if not treated effectively prior to the procedure.



Thank you for allowing us to continue to support you in helping meet your patients' eye health needs. If you won't be attending the meeting and would like more information, please don't hesitate to contact your Bausch + Lomb sales representative or connect with our customer service team:

- 1-800-828-9030 (soft contact lenses, lens care and over-the-counter products)
- 1-800-253-3669 (custom lenses)
- 1-800-553-5340 (pharmaceuticals)

We value the important work you do every day, and we look forward to continuing our collaboration. Here's to advancing patient care together.

See many of you in Indianapolis!

Sincerely,

John Ferris
Executive Vice President, Consumer
Bausch + Lomb

Yang Yang
President, Global Vision Care
Bausch + Lomb

BAUSCH + LOMB

WHAT IS MIEBO?

INDICATION
MIEBO™ (perfluorohexyloctane ophthalmic solution) is used to treat the signs and symptoms of dry eye disease.

IMPORTANT SAFETY INFORMATION

- Patients should remove contact lenses before using MIEBO™ and wait for at least 30 minutes before reinserting.
- It is important for patients to use MIEBO exactly as prescribed.
- It is not known if MIEBO™ is safe and effective in children under the age of 18.
- The most common eye side effect seen in studies was blurred vision (1% to 3% of patients reported blurred vision and eye redness).

Patients are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Click here for full Prescribing Information for MIEBO.

WHAT IS XIIDRA?
XIIDRA (lifitegrast ophthalmic solution) 5% is a prescription eye drop used to treat the signs and symptoms of dry eye disease.

IMPORTANT SAFETY INFORMATION
Do not use XIIDRA if you are allergic to any of its ingredients. Seek medical care immediately if you get any symptoms of an allergic reaction.

The most common side effects of XIIDRA include eye irritation, discomfort or blurred vision when the drops are applied to the eyes, and an unusual taste sensation.

To help avoid eye injury or contamination of the solution, do not touch the container tip to your eye or any surface. If you wear contact lenses, remove them before using XIIDRA and wait for at least 15 minutes before placing them back in your eyes.
It is not known if XIIDRA is safe and effective in children under 17 years of age.

Patients are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Click here for full Prescribing Information for XIIDRA.

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

[§]Based on a clinical study

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.

2. Keenan TDL, Agrón E, Keane PA, et al. Oral Antioxidant and Lutein/Zeaxanthin Supplements Slow Geographic Atrophy Progression to the Fovea in Age-Related Macular Degeneration. *Ophthalmology*. Published online July 16, 2024. doi:10.1016/j.ophtha.2024.07.014

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MTB.0469.USA.24