

## **Bausch + Lomb Unveils AMD Virtual Experience with State-of-the-Art Technology at Optometry's Meeting**

Bausch + Lomb, a leading global eye health company, announced the launch of a new virtual reality (VR) tool using state-of-the-art technology. The Age-Related Macular Degeneration (AMD) Virtual Experience, unveiled during the annual meeting of the American Optometric Association (AOA), June 21-25, in Washington, DC, will allow eye care professionals to experience the daily challenges this condition brings their patients with mild to more advanced stages of AMD.

"We've developed several initiatives to raise awareness around this condition. Now, for the first time, we've created a platform that goes beyond traditional awareness and enables eye care professionals to see what life is like with AMD," said Joseph Gordon, president, Consumer Health & Vision Care, Bausch + Lomb. "We are continuously looking for creative ways to educate the public about eye health and we hope by showing eye care professionals their AMD patients' struggles first-hand, it will encourage them to be even better stewards of care."

AMD is a progressive eye disease, affecting an estimated 13 million people, and is a leading cause of vision loss in people age 50 and older. Approximately one out of five people over the age of 65 will be diagnosed with the disease, characterized by the loss of central vision. While there is no cure, certain steps, such as smoking cessation, regular exercise, a healthy diet and taking an AREDS 2 eye vitamin can help reduce the risk of progression. PreserVision® AREDS 2 has the exact nutrient formula recommended by the National Eye Institute for people with moderate-to-advanced AMD.

"I spend a lot of time talking to my AMD patients and their family members about steps they can take to help reduce their risk of disease progression," said Jeffrey Gerson, an optometrist from Grin Eye Care in Leawood, Kansas. "Now, after being able to fully relate to what my patients are dealing with through the AMD Virtual Experience, it has underscored, even more, the importance for me as a practitioner to communicate to my patients the importance of reducing their risk of progression."

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## **Bausch + Lomb Introduces renu® Advanced Formula Multi-Purpose Solution**

Bausch + Lomb, a leading global eye health company, today announced the launch of renu® Advanced Formula multi-purpose solution for soft and silicone hydrogel contact lenses. This unique formula combines three disinfectants and two surfactants to provide excellent lens cleaning and disinfection, in addition to all-day comfort.

"In 1987, Bausch + Lomb was the first company to bring an 'all-in-one' multi-purpose disinfection

solution to the market with the launch of the renu® brand, which has grown to over three million loyal users today, who continue to trust renu® as their lens care solution of choice,” said Joe Gordon, general manager, U.S. Consumer Healthcare and U.S. Vision Care, Bausch + Lomb. “As with all of our products, we are continuously listening to our patients’ feedback on how we can best address their eye health needs. For this reason, we are excited to add this new and improved renu® to our flagship solutions portfolio to provide dedicated renu® users with an advanced formulation of the product.

Today’s launch also speaks to the continued growth of Bausch + Lomb’s Consumer Healthcare business. In addition to renu®, the business’ portfolio includes Biotrue® multi-purpose solution, the No. 1 multi-purpose solution brand in households, which provides up to 20 hours of moisture.<sup>1</sup> The portfolio also includes PreserVision® AREDS 2 Formula Eye Vitamin and Mineral Supplement, which has the exact nutrient formula recommended by the National Eye Institute for people with moderate-to-advanced Age-Related Macular Degeneration (AMD), and Soothe® XP eye drops, the only eye drop containing Restoryl® mineral oils. Restoryl® helps restore the outer protective lipid layer that keeps in moisture, while protecting against further irritation.

The new renu® Advanced Formula multi-purpose solution will be the only renu® solution on the market, replacing renu® sensitive and renu® fresh, beginning in June 2017 in major retailers. For more information on renu® Advanced Formula multi-purpose solution, please visit <http://www.bausch.com/renuadvancedformula>.