

BAUSCH + LOMB

Eye Care Professionals Biotrue ONEday for Astigmatism Daily Disposable Contact Lenses

Bausch + Lomb, a leading global eye health company, continued its successful educational and training initiative for eye care professionals with the year's first B+Lieve™ symposium in San Francisco, CA, from February 27-28, 2017. During the event, more than 200 eye care professionals were introduced to the company's newest daily disposable contact lens innovation, Biotrue® ONEday for Astigmatism, designed to provide consistently clear vision and comfort throughout the day for astigmatic patients.

"At Bausch + Lomb we are dedicated to providing eye care professionals education and training on our new contact lens innovations and how to best present these technologies to their staff and patients," said Jill Saxon, OD, director, Professional Strategy, US Vision Care, Bausch + Lomb. "The feedback and insights we receive from eye care professionals during these events is invaluable. It helps to inform our progress and also to advance our ability to offer the latest in lens technology to eye care professionals and their patients."

During the symposium, eye care professionals joined their peers in:

- Learning how the natural biology of the eye inspired the development of Biotrue® ONEday and the Surface Active Technology™ material, which helps the lens maintain 98% of its moisture for up to 16 hours
- Evaluating the evolved peri-ballast design of Biotrue® ONEday for Astigmatism, which helps the lens provide consistently clear vision and comfort throughout the day
- Receiving training on fitting techniques, and having the opportunity to fit themselves and colleagues with Biotrue® ONEday for Astigmatism and the complete family of Biotrue® ONEday contact lenses
- Discovering best practices on how to incorporate Bausch + Lomb's innovative portfolio of products, including contact lenses, contact lens solutions, eye drops and more, into their practice.

"The B+Lieve symposium provides a unique opportunity to hear firsthand from material scientists and engineers responsible for the design and development of Bausch + Lomb's contact lens technologies, as well as other doctors who've had experience with the lenses," said Mile Brujic, OD, partner of Premier Vision Group in Bowling Green, OH. "In my experience, these educational programs allow eye care professionals to fully understand how these innovative products are specifically designed to meet the needs of today's patients. By attending the symposium, I also gained valuable insights, experience, and knowledge of the tools available to allow me to offer the Biotrue® ONEday for

Astigmatism contact lenses to my astigmatic patients.”

The B+Lieve™ educational and training initiative first began in 2014 with the launch of Bausch + Lomb ULTRA® contact lenses and continued in 2016 to support the introduction of Bausch + Lomb ULTRA® for Presbyopia contact lenses. This year the initiative has been expanded to include a series of events throughout the country to educate eye care professionals on Bausch + Lomb’s latest toric contact lens offerings.