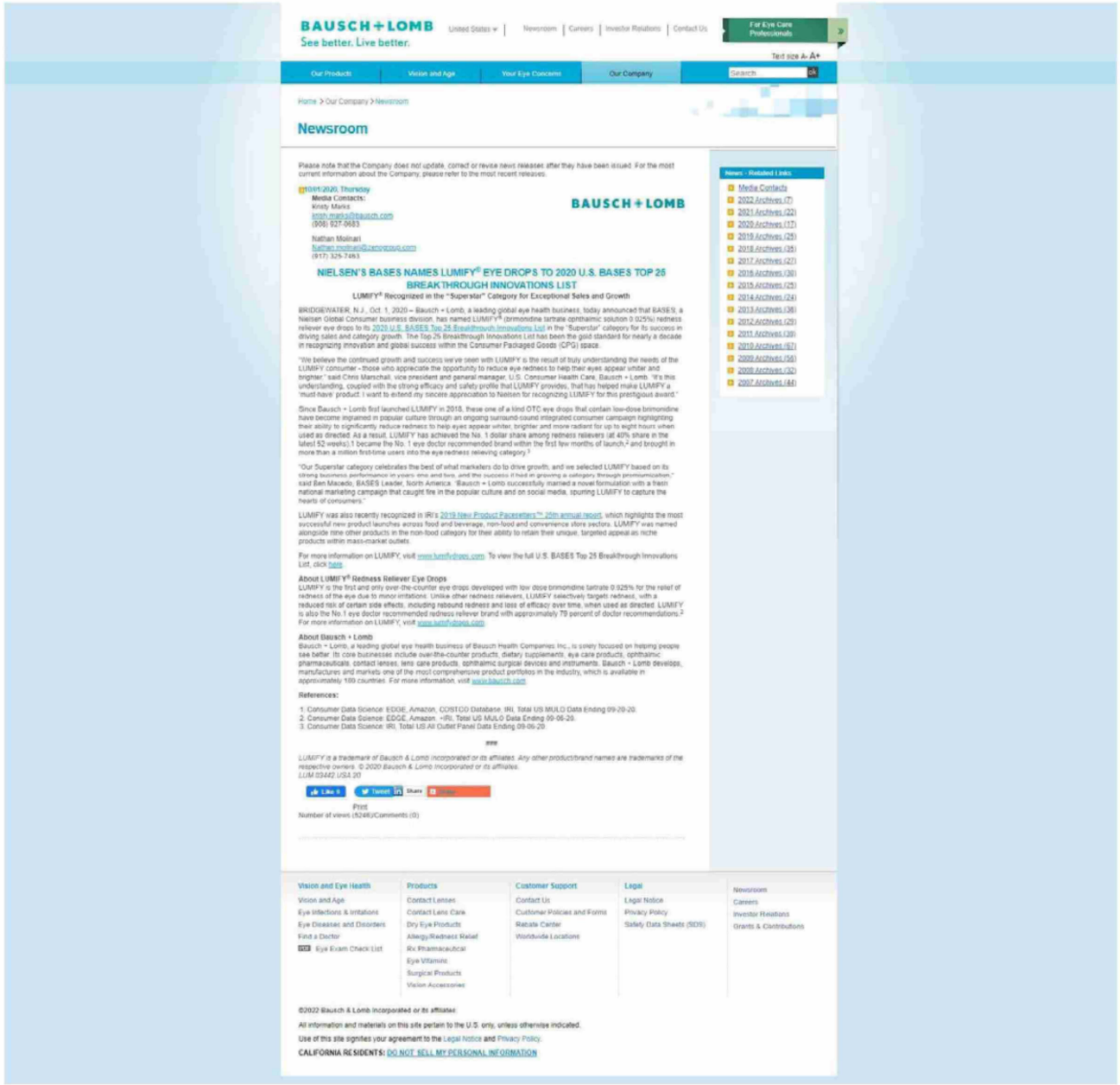


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NIELSEN'S BASES NAMES LUMIFY® EYE DROPS TO 2020 U.S. BASES TOP 25 BREAKTHROUGH INNOVATIONS LIST

LUMIFY® Recognized in the "Superstar" Category for Exceptional Sales and Growth

BRIDGEWATER, N.J., Oct. 1, 2020 – Bausch + Lomb, a leading global eye health business, today announced that BASES, a Nielsen Global Consumer business division, has named LUMIFY® (brimonidine tartrate ophthalmic solution 0.025%) redness reliever eye drops to its 2020 U.S. BASES Top 25 Breakthrough Innovations List in the "Superstar" category for its success in driving sales and category growth. The Top 25 Breakthrough Innovations List has been the gold standard for nearly a decade in recognizing innovation and global success within the Consumer Packaged Goods (CPG) space.

"We believe the continued growth and success we've seen with LUMIFY is the result of truly understanding the needs of the LUMIFY consumer - those who appreciate the opportunity to reduce eye redness to help their eyes appear whiter and brighter," said Chris Marschall, vice president and general manager, U.S. Consumer Health Care, Bausch + Lomb. "It's this understanding, coupled with the strong efficacy and safety profile that LUMIFY provides, that has helped make LUMIFY a 'must-have' product. I want to extend my sincere appreciation to Nielsen for recognizing LUMIFY for this prestigious award."

Since Bausch + Lomb first launched LUMIFY in 2018, these one of a kind OTC eye drops that contain low-dose brimonidine have become ingrained in popular culture through an ongoing surround-sound integrated consumer campaign highlighting their ability to significantly reduce redness to help eyes appear whiter, brighter and more radiant for up to eight hours when used as directed. As a result, LUMIFY has achieved the No. 1 dollar share among redness relievers (at 40% share in the latest 52 weeks),1 became the No. 1 eye doctor recommended brand within the first few months of launch,2 and brought in more than a million first-time users into the eye redness relieving category.3

"Our Superstar category celebrates the best of what marketers do to drive growth, and we selected LUMIFY based on its strong business performance in years one and two, and the success it had in growing a category through premiumization," said Ben Macedo, BASES Leader, North America. "Bausch + Lomb successfully married a novel formulation with a fresh national marketing campaign that caught fire in the popular culture and on social media, spurring LUMIFY to capture the hearts of consumers."

LUMIFY was also recently recognized in IRI's 2019 New Product Pacesetters™ 25th annual report, which highlights the most successful new product launches across food and beverage, non-food and convenience store sectors. LUMIFY was named alongside nine other products in the non-food category for their ability to retain their unique, targeted appeal as niche products within mass-market outlets.

For more information on LUMIFY, visit www.lumifydrops.com. To view the full U.S. BASES Top 25 Breakthrough Innovations List, click here.

About LUMIFY® Redness Reliever Eye Drops

LUMIFY is the first and only over-the-counter eye drops developed with low dose brimonidine tartrate 0.025% for the relief of redness of the eye due to minor irritations. Unlike other redness relievers, LUMIFY selectively targets redness, with a reduced risk of certain side effects, including rebound redness and loss of efficacy over time, when used as directed. LUMIFY is also the No.1 eye doctor recommended redness reliever brand with approximately 79 percent of doctor recommendations.2 For more information on LUMIFY, visit www.lumifydrops.com.

About Bausch + Lomb

Bausch + Lomb, a leading global eye health business of Bausch Health Companies Inc., is solely focused on helping people see better. Its core businesses include over-the-counter products, dietary supplements, eye care products, ophthalmic pharmaceuticals, contact lenses, lens care products, ophthalmic surgical devices and instruments. Bausch + Lomb develops, manufactures and markets one of the most comprehensive product portfolios in the industry, which is available in approximately 100 countries. For more information, visit www.bausch.com.

References:

1. Consumer Data Science: EDGE, Amazon, COSTCO Database, IRI, Total US MULO Data Ending 09-20-20.
2. Consumer Data Science: EDGE, Amazon, +IRI, Total US MULO Data Ending 09-06-20.
3. Consumer Data Science: IRI, Total US All Outlet Panel Data Ending 09-06-20.

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