

THE SCIENCE OF LUMIFY

USE AS DIRECTED.

LUMIFY IS DIFFERENT

**What's the secret?
Alright, we'll share.**



USE AS DIRECTED.

LUMIFY is a one-of-a-kind eye drop.*

LUMIFY is a **redness reliever like no other.*** Before LUMIFY, redness relievers pretty much used the same ingredients for decades, and they had certain side effects. But then there was a break-through: eye doctors figured out that low-dose brimonidine tartrate could **help relieve redness with a lower risk of certain side effects** when used as directed. That's how low-dose brimonidine became the star ingredient in LUMIFY - and **your little secret for amazing-looking eyes.**

See the Drug Facts

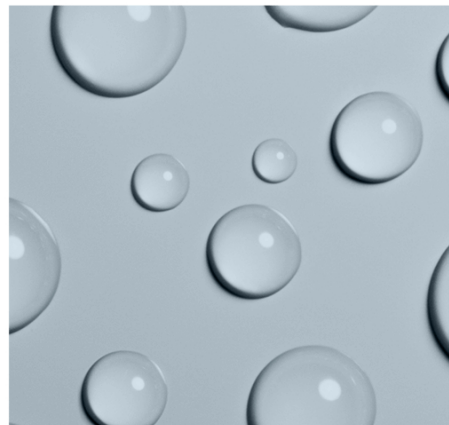
*Low-dose OTC brimonidine

So, how does low-dose brimonidine work?

Other redness relievers constrict the arteries in your eyes, which can deprive the eye of oxygen. And that works to relieve redness at first, but commonly causes rebound redness. Which, kind of defeats the purpose.

But low-dose brimonidine? **It works differently.** Low-dose brimonidine **restricts the venules, which helps to relieve redness without limiting the flow of oxygen.** The results? Whiter, brighter looking eyes that last up to 8 hours - **with a low risk of rebound redness when used as directed.**

Can I use it with other eye drops ?





What makes eye doctors choose LUMIFY?

Before LUMIFY, doctors didn't really recommend redness relieving eye drops because of their known side effects. But LUMIFY is different. Now, eye doctors have a product they can recommend to patients. Doctors like LUMIFY because of the **reduced risk of rebound redness** and because it uses **no bleach or dyes**. And it's clinically proven to be safe, effective, and not lose efficacy over time when used as directed. No wonder it's the **#1 eye doctor recommended redness reliever eye drop**.

How often can I use LUMIFY ?

So what we're saying is...



#1 EYE DOCTOR RECOMMENDED

We talked to eye doctors about why they recommend LUMIFY.



Doctors who have occasional eye redness recommend LUMIFY. They're happy because it works to reduce redness in just a few minutes so their eyes look whiter and they're happy, so I'm happy."

Dr. Elissa Toyos
Ophthalmologist and Aesthetic Surgeon



"From an ocular surface perspective, the drop quickly quiets red irritated looking eyes. Amazingly, it does this in less than a minute."

Dr. Art Epstein
OD, FAAO



"LUMIFY redness reliever eye drops specifically reduce redness due to minor eye irritations while reducing concerns of rebound hyperemia, dependency or tachyphylaxis—conditions that can lead to serious or permanent damage to the eye. I am excited to recommend LUMIFY to my patients to effectively relieve redness and help them get 'camera ready.'"

Dr. Michelle Torres
Ophthalmologist and Aesthetic Surgeon



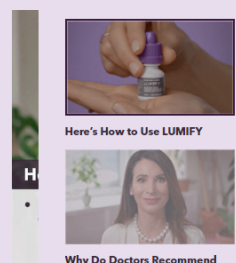
"Having a drop that reduces redness without the side effects of rebound hyperemia or tachyphylaxis...is a very exciting option that I look forward to recommending to my patients."

Dr. Paul Karpecki
OD, FAAO



These eye doctors are consultants for LUMIFY.

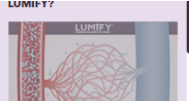
Want to dig into the science of LUMIFY even more?





Here's How to Use LUMIFY

Using LUMIFY is as easy as 1-2-3! Just follow these three quick steps and you're on your way to amazing-looking eyes.



What is LUMIFY?

Hear other

Real people. Real results.

See why LUMIFY has a **95% satisfaction rating**.



• • • • •

And the best part? It's from the eye care experts at

BAUSCH + LOMB

The LUMIFY Buzz

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