

LUMIFY(r) Redness Reliever Drops			
Entrant Company	Category		
Helen & Gertrude	Social Media - Product or Service Branding		
Client's Name	Country / Region		
Bausch + Lomb	United States		
		ROSE GOLD WINNER	
			
		2019	
		Share :	
		LUMIFY? is the first and only OTC eye drop developed with low-dose brimonidine tartrate for the treatment of ocular redness due to minor eye irritations. For both consumers and eye care professionals, our objective was to launch a brand new product to the highly regulated OTC market by utilizing key social platforms to maximize reach for the most efficient cost (CPM), as well as to disrupt the currently stagnant eye redness reliever market.

We took the overarching campaign and developed a unique tone and voice for social media that created awareness around this new product. As an added element, we had to speak to beauty mavens within the legal constraints of the eyecare health market, as well as work within the Facebook and Instagram policies on showcasing before and after results. We wanted LUMIFY to be present in situations that fit within the beauty lifestyle (i.e., purse, gym bag, suitcase, bathroom vanity).

Among the results, a big win was that the Red Eye Category saw growth at an accelerated rate of +39.8%. LUMIFY grew to 27.5% at the end of January, 2019 from initial launch to take the #1 spot in the category!	

Hel





YOUR EYES

BRIMONIDINE TARTRATE
OPHTHALMIC SOLUTION 0.025%
REDNESS RELIEVER EYE DROPS

- Works in 1 minute
- Lasts up to 8 hours

Sterile 0.25 FL OZ (7.5 mL)

The advertisement features a purple box for Lumify eye drops. The box is positioned on the left side of the image. To the right of the box, a man with dark, curly hair and a beard is shown from the chest up, looking towards the camera. The background is a soft, out-of-focus white. The overall aesthetic is clean and professional.





(<https://museadvertisingawards.com/upload/entry/winimg/rh3zwwgit.png>)

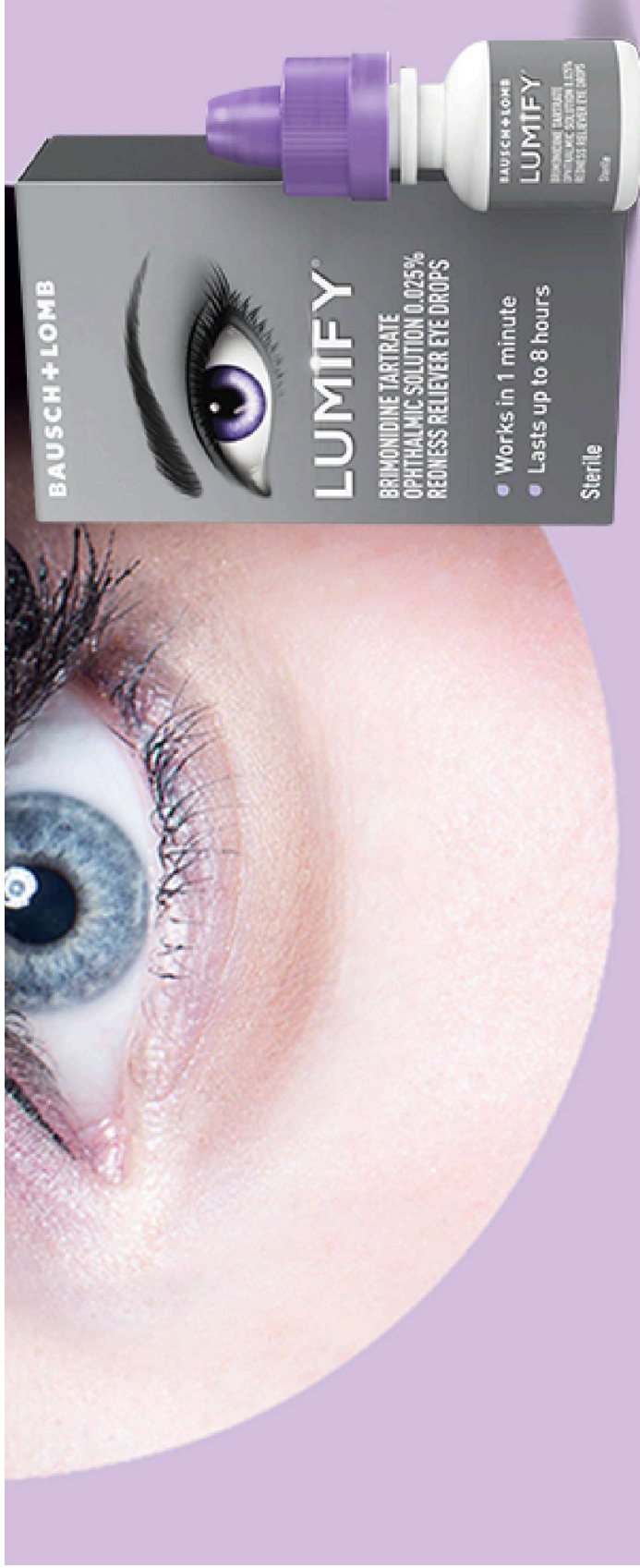
The advertisement features a central image of the Lumify product box. The box is white with a blue and green color scheme. At the top of the box, it says "BAUSCH+LOMB". Below that is a large, detailed illustration of a human eye. To the right of the eye, the brand name "LUMIFY" is prominently displayed in a large, bold, sans-serif font. Below the brand name, the text reads "BRIMONIDINE TARTRATE OPHTHALMIC SOLUTION 0.025% REDNESS RELIEVER EYE DROPS". Further down, two bullet points are listed: "• Works in 1 minute" and "• Lasts up to 8 hours". At the bottom of the box, it states "Sterile 0.25 FL OZ (7.5 mL)".

Surrounding the product box are two large, stylized numbers: a "1" on the left and an "8" on the right. The text "works in" is positioned to the left of the "1", and "ONE MINUTE" is written in large, bold, capital letters below it. Similarly, the text "lasts up to" is positioned to the left of the "8", and "EIGHT HOURS" is written in large, bold, capital letters below it.



(<https://museadvertisingawards.com/upload/entry/wining/uh00usq7.png>)





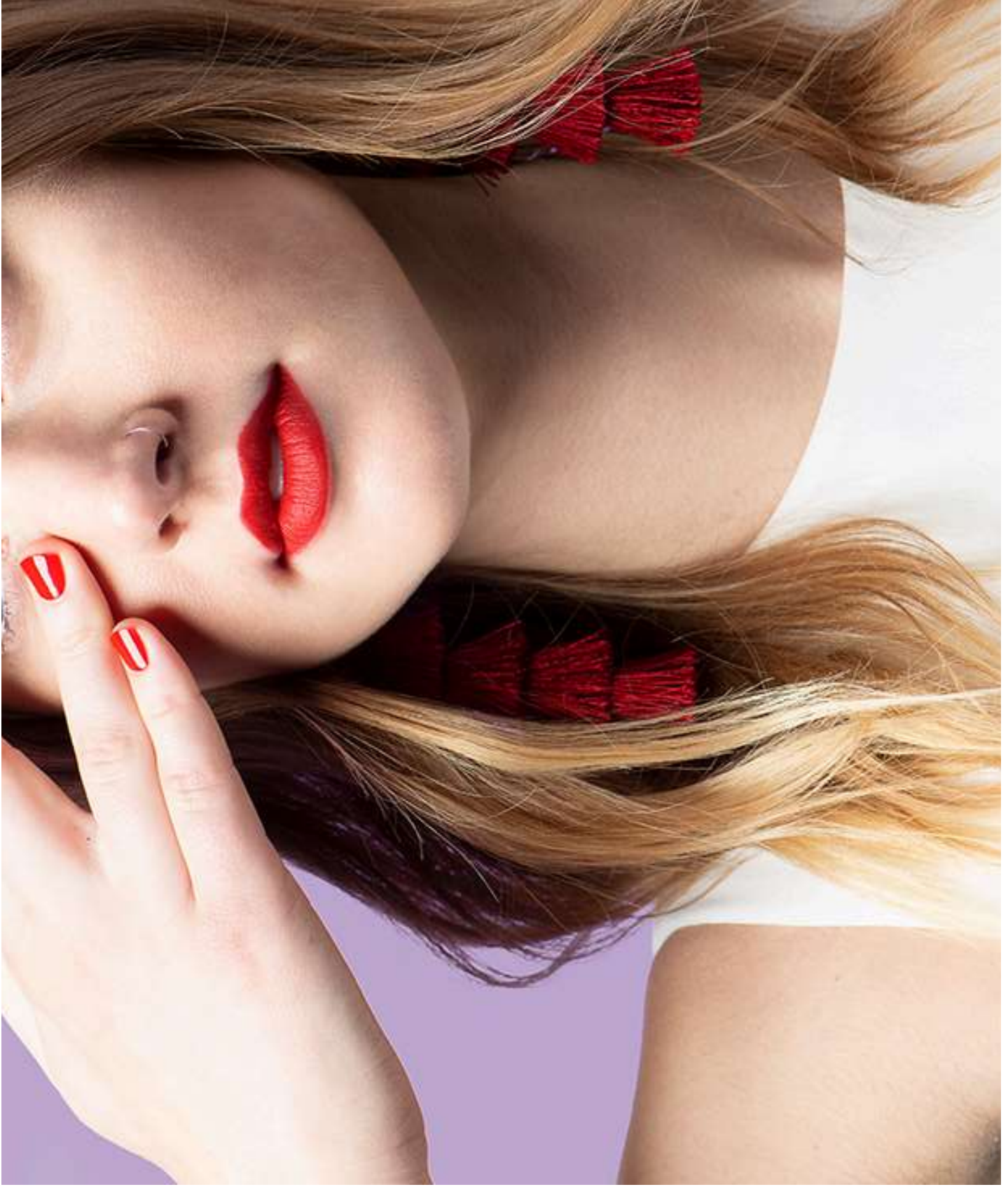
LET YOUR EYES SPEAK FOR THEMSELVES



(<https://museadvertisingawards.com/upload/entry/wining/6gus2zj9.png>)

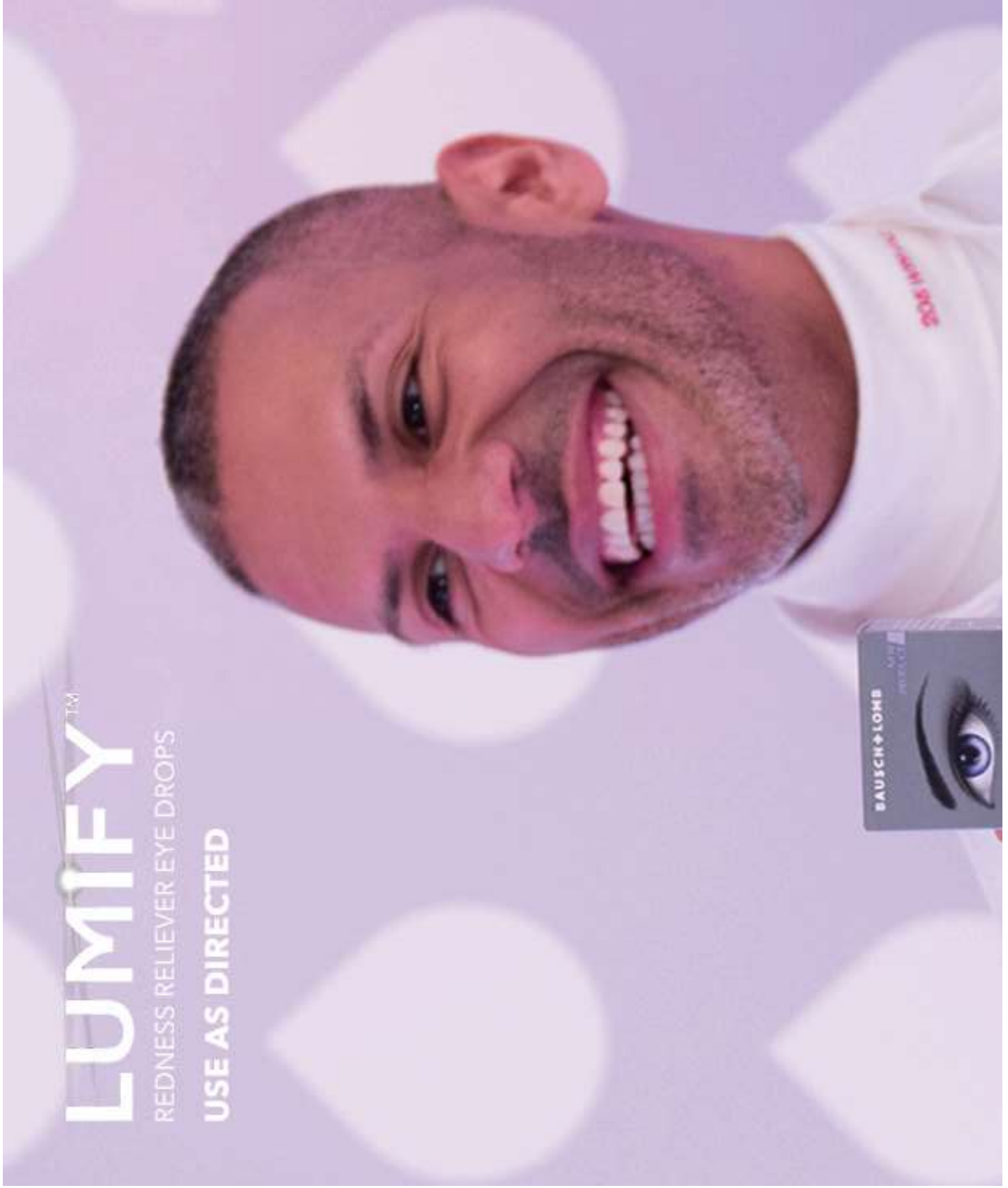
WE LOVE RED,
BUT **NOT** FOR
OUR EYES







(<https://museadvertisingawards.com/upload/entry/wining/69af5vej.png>)



LUMIFYTM

REDNESS RELIEVER EYE DROPS

USE AS DIRECTED



The image shows a hand holding a box of LUMIFY eye drops. The box is white with black text. The background is a blurred image of white lab coats, suggesting a medical or professional setting.

LUMIFY™
BROMOPHENIRAMINE TARTRATE
OPHTHALMIC SOLUTION 0.025%
REDNESS RELIEVER EYE DROPS

- Works in 1 minute
- Lasts up to 8 hours

Sterile 0.25 FL OZ (7.5 mL)

**"LUMIFY™ helps my
clients' eyes look whiter
and brighter!"**

Vincent Navarro, Celebrity Makeup Artist



(<https://museadvertisingawards.com/upload/entry/wining/p836jinqv.jpg>)

Credits
Jill Duff & Deb Bawe
Margo Tsallagova
Becca Bellush & John Allen
Erica Hickey
Shaemus Spencer
Haley Giangreco
Kirsten VandenBout

More Rose Gold Winners

[Back to Winner Gallery \(winner.php\)](#)

Social Media

2019

Website

2019



(winner-info.php?id=2399)

WebMechanix

The Epic Conversion Quest (winner-info.php?id=2399)



Entrant Company

WebMechanix

Category

Social Media - Social Media Campaign

Country / Region

United States

Video

2019

Corporate Identity



(https://www.facebook.com/webmechanix)



(winner-info.php?id=2567)

RH Pozitif Yayıncılık Danışmanlık ve Eğitim Öğretim Hizmetleri

Remzi Hoca Website (winner-info.php?id=2567)



Entrant Company

Pixelate Creative

Category

Website - E-Learning

Country / Region

United States

2019

Corporate Identity



(https://www.facebook.com/pixelatecreative)



(winner-info.php?id=1944)

United Way

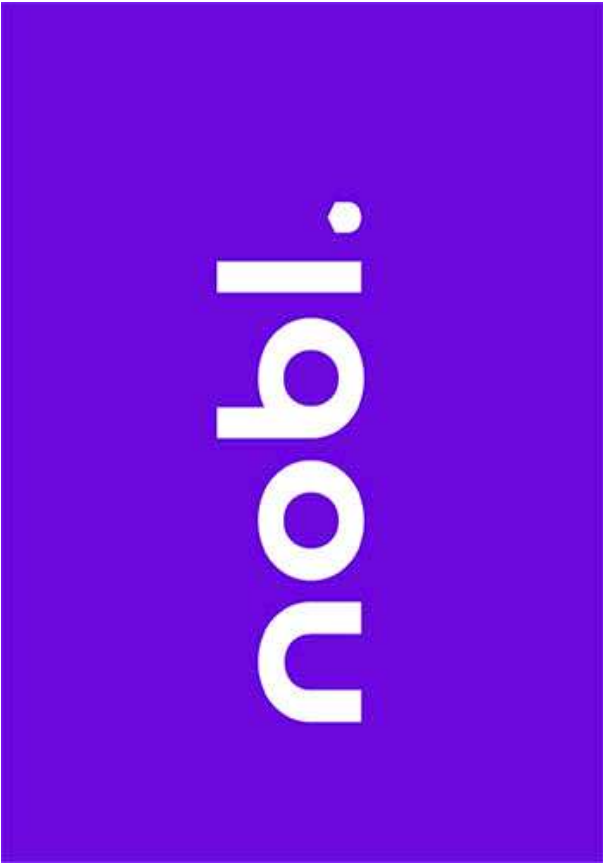
United Way: Making a Difference (winner-info.php?id=1944)



Entrant Company
Daugherty Business Solutions
Category
Video - Nonprofit
Country / Region
United States



(<https://www.linkedin.com/company/daugherty-business-solutions/>)



(winner-info.php?id=2410)

Nick Hurst

Nobl Insurance Brand Creation (winner-info.php?id=2410)



Entrant Company
Nobl Insurance
Category
Corporate Identity - Brand Identity
Country / Region
United Kingdom



(<https://www.linkedin.com/company/nobl-insurance/>)

Home (<https://museaward.com/>)

About MUSE Awards ([advertising-awards.php](https://museaward.com/advertising-awards.php))

- About Organizer (<https://iaaawards.org/>)
- Contact ([contact.php](#))
- FAQ ([content.php?pg=faq](#))
- Affiliate ([affiliate.php](#))
- Media Partner (<https://muse.world/>)
- Nominate Jury ([judge-register.php](#))

✉ info@museawards.com (<mailto:info@museawards.com>)

Copyright © 2025 MUSE Creative Awards.
All rights reserved. Use of this website signifies your agreement to the [Terms of Use](#) (<https://museaward.com/content.php?pg=terms>), [Privacy Policy](#) (<https://museaward.com/content.php?pg=privacy>), and use of cookies (<https://museaward.com/cookie-policy.php>).
Sponsored by International Awards Associate Inc. (<https://iaaawards.org>)