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Bausch + Lomb Launches LUMIFY EYE ILLUMINATIONS™ in the United States

First of its Kind Specialty Eye Care Products Clinically Proven to Support Beautiful, Healthy-Looking Eyes

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VAUGHAN, Ontario--(BUSINESS WIRE)--Bausch + Lomb Corporation (NYSE/TSX: BLCO), a leading global eye health company dedicated to helping people see better to live better, today announced the U.S. launch of LUMIFY EYE ILLUMINATIONS, a new line of hypoallergenic specialty eye care products scientifically developed to cleanse, nourish and brighten the sensitive eye area.

"Many products contain chemicals or preservatives that can irritate the delicate area of and around the eye," said John Ferris, executive vice president, Consumer, Bausch + Lomb. "Free from harsh, irritating ingredients, LUMIFY EYE ILLUMINATIONS were developed with both ophthalmologists and dermatologists and are clinically proven to deliver visibly beautiful results."

Each product in the LUMIFY EYE ILLUMINATIONS line has been formulated with clean, nutrient rich ingredients and contains no fragrance, alcohol, sulfates, mineral oil, prostaglandins, PEG (polyethylene glycol), parabens, phthalates or PHMB (polyhexamethylene biguanide). In addition, the safety and performance of the products were tested up to 12 weeks with more than 15,000 applications using cutaneous and ophthalmic testing metrics.

The LUMIFY EYE ILLUMINATIONS product line, which builds on the success of LUMIFY® redness reliever eye drops, includes:

- **LUMIFY EYE ILLUMINATIONS 3-in-1 Micellar Cleansing Water and Eye Makeup Remover** – this unique, lash extension friendly, no-rinse micellar formula provides powerful cleansing while hyaluronic acid, vitamin C and niacinamide moisturize and brighten the delicate skin around the eyes. The solution removes waterproof makeup without harsh rubbing and is pH-balanced to be non-irritating.
  - In clinical studies, subjects' skin looked brighter, smoother and more radiant within just two weeks. By week eight, more than 75% of respondents felt their skin looked healthier and rejuvenated with an improved texture.

- **LUMIFY EYE ILLUMINATIONS Nourishing Lash & Brow Serum** – a unique complex of peptides, biotin and moisturizing hyaluronic acid nourish, soften and condition lashes and brows overnight. In clinical studies, noticeably fuller looking lashes and brows were seen in just four weeks. The two-in-one serum includes an easy-to-use applicator for both lashes and brows and dries quickly without feeling greasy or sticky.
  - In clinical studies, nearly 80% of subjects showed an improvement in the appearance of lash volume at 12 weeks, and 91% showed an improvement in the appearance of brow thickness.

- **LUMIFY EYE ILLUMINATIONS Hydra-Gel Brightening Eye Cream** – a unique blend of optic brighteners and firming ingredients helps skin look brighter and smoother with a subtle glow. Niacinamide, vitamins C and E, caffeine and hyaluronic acid help improve the appearance of skin tone, texture, fine lines and wrinkles with daily use.
  - By week 12 in clinical studies, approximately 70% of respondents noticed a reduction in the appearance of fine lines and wrinkles.

"An increasing number of my patients have experienced eye irritation associated with some of the products or treatments they use around their eyes," said Jennifer Tsai, O.D., and founder, LINE OF SIGHT, New York. "LUMIFY EYE ILLUMINATIONS was developed specifically for the sensitive eye area with extensive safety and performance testing. I'll be recommending this new line of products to help my patients achieve beautiful, healthy-looking eyes."

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LUMIFY EYE ILLUMINATIONS are located in the eye care aisle next to Bausch + Lomb LUMIFY redness reliever eye drops and are also available online at all major national food, drug and mass retailers.

For more information on LUMIFY EYE ILLUMINATIONS, visit www.lumifyeyes.com.

About the LUMIFY Brand

The LUMIFY brand began in 2018 with the U.S. introduction of LUMIFY redness reliever eye drops, which are the first and only over-the-counter eye drop formulated with low-dose brimonidine tartrate 0.025% for the treatment of ocular redness. They are the No. 1 eye doctor recommended redness reliever eye drop brand with approximately 90% of doctor recommendations[1], and they have received more than a dozen awards, including Glamour's "The Best Beauty Innovators of 2022" award. In 2023, Bausch + Lomb introduced LUMIFY EYE ILLUMINATIONS, a new line of specialty eye care products specifically developed for the sensitive area around the eyes. For more information on the LUMIFY brand, visit www.lumifyeyes.com.

About Bausch + Lomb

Bausch + Lomb is dedicated to protecting and enhancing the gift of sight for millions of people around the world – from the moment of birth through every phase of life. Its comprehensive portfolio of more than 400 products includes contact lenses, lens care products, eye care products, ophthalmic pharmaceuticals, over-the-counter products and ophthalmic surgical devices and instruments. Founded in 1853, Bausch + Lomb has a significant global research and development, manufacturing and commercial footprint with approximately 13,000 employees and a presence in nearly 100 countries. Bausch + Lomb is headquartered in Vaughan, Ontario with corporate offices in Bridgewater, New Jersey. For more information, visit www.bausch.com and connect with us on Twitter, LinkedIn, Facebook and Instagram.

Forward-looking Statements

This news release may contain forward-looking statements, which may generally be identified by the use of the words “anticipates,” “hopes,” “expects,” “intends,” “plans,” “should,” “could,” “would,” “may,” “believes,” “estimates,” “potential,” “target,” or “continue” and variations or similar expressions. These statements are based upon the current expectations and beliefs of management and are subject to certain risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These risks and uncertainties include, but are not limited to, the risks and uncertainties discussed in Bausch + Lomb’s filings with the U.S. Securities and Exchange Commission and the Canadian Securities Administrators, which factors are incorporated herein by reference. Readers are cautioned not to place undue reliance on any of these forward-looking statements. These forward-looking statements speak only as of the date hereof. Bausch + Lomb undertakes no obligation to update any of these forward-looking statements to reflect events or circumstances after the date of this news release or to reflect actual outcomes, unless required by law.

**at eight weeks*

References

1. IQVIA, Average Share of Weekly Doctor Recommendations, Q2 2023.

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Contacts

Media:

Lainie Keller
lainie.keller@bausch.com
(908) 927-1198

Kristy Marks
kristy.marks@bausch.com
(908) 927-0683

Investor:

George Gadkowski
george.gadkowski@bausch.com
(877) 354-3705 (toll free)
(908) 927-0735

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