

Americans Share What Inspires Them to Fight to Help Preserve Their Vision

February is Age-related Macular Degeneration Awareness (AMD) Month

Bausch + Lomb Partners with Prevent Blindness® to Urge Americans to Fight for Their Sight

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BRIDGEWATER, NJ – From Valentine's Day to American Heart Health Month, February is traditionally the most heart-driven month of the year. This February, Bausch + Lomb is partnering with [Prevent Blindness®](#), the nation's oldest volunteer eye health and safety organization, dedicated to fighting blindness and saving sight, to encourage the public to give vision the same attention as heart health during Age-Related Macular Degeneration (AMD) Awareness Month. AMD is a progressive eye disease and a leading cause of blindness in people age 50 and older¹.

"AMD diminishes central vision; what we use for everything from reading a computer screen to recognizing the faces of our loved ones," said Hugh R. Parry, president and CEO of Prevent Blindness. "We rely on our vision for so many things we do on a daily basis. It is imperative to not take that for granted and do everything we can today to help save sight."

Barbara Knickerbocker Beskind, a 92-year old conceptual designer living with AMD, is sharing what motivates her, while encouraging others to fight for their vision so they can continue to enjoy what is close to their hearts.

"Each day I fight to help preserve my vision so I can continue to work to help better the lives of others," said Barbara Knickerbocker Beskind. "This is why I teamed up with Bausch + Lomb and Prevent Blindness® to raise awareness of AMD. At 92, I'm not going to let AMD or anything else prevent me from fulfilling my career dreams and enjoy the time I have with my family and friends."

AMD is characterized by loss of central vision, usually in both eyes. The person may experience a dark or empty spot in the center of their vision, distorted, wavy vertical lines or blurry text. If left untreated, the majority of eyes affected with wet AMD will become functionally blind within two years. Websites, such as Prevent Blindness and Joy of Sight, provide helpful educational resources for people with AMD and their families.

"While there is no cure for AMD, there are steps you can take to help reduce your risk of progression," said Dr. Michael Cooney, a New York-based retinal specialist and expert in the study of retinal diseases, such as AMD. "Based on two major clinical studies known as AREDS and AREDS2, the National Eye Institute recommends people with moderate to advanced AMD take a supplement with a specific combination of antioxidants and zinc. For my patients I recommend PreserVision AREDS 2 Formula. Be sure to talk to your eye doctor to see if an AREDS2 formula supplement may be right for you²."

For more information on AMD or the #WhyEyeFight program, please visit [JoyofSight.com](#) or [PreventBlindness.org/amd](#). Follow the conversation on Twitter and Facebook with hashtag #WhyEyeFight and share your personal story of why you fight to help preserve your vision.

About Prevent Blindness

Founded in 1908, Prevent Blindness is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, Prevent Blindness is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call (800) 331-2020. Or, visit us on the Web at preventblindness.org or facebook.com/preventblindness.

About PreserVision

PreserVision, developed by Bausch + Lomb, is the #1 doctor-recommended eye vitamin brand. PreserVision® AREDS 2 Formula eye vitamins are based on the 2013 AREDS2 study conducted by the National Eye Institute, a division of the National Institutes of Health.

About Bausch + Lomb

Bausch + Lomb, a Valeant Pharmaceuticals International, Inc. company, is a leading global eye health organization that is solely focused on protecting, enhancing, and restoring people's eyesight. Our core businesses include ophthalmic pharmaceuticals, contact lenses, lens care products, ophthalmic surgical devices and instruments. We develop, manufacture and market one of the most comprehensive product portfolios in our industry, which are available in more than 100 countries.

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1. "Age-related Macular Degeneration". Neil M. Bressler, M.D.; Susan B. Bressler, M.D.; Stuart L. Fine, M.D. for the Retinal Vascular Center, Wilmer Ophthalmological Institute, Johns Hopkins University School of Medicine, Baltimore, Maryland USA. Survey of Ophthalmology, Volume 32, Issue 6, May-June 1988, Pages 375-413
<http://www.sciencedirect.com/science/article/pii/0039625788900525>
2. National Eye Institute: Facts About Age-Related Macular Degeneration
https://nei.nih.gov/health/maculardegen/armd_facts
3. Data on file