



Prevent Blindness Media Contact:

Sarah Hecker
shecker@preventblindness.com
(312) 363-6035

Bausch + Lomb Media Contacts:

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

Sam Ewing
sam.ewing@zenogroup.com
(212) 284-0450 ext. 5076

PREVENT BLINDNESS AND BAUSCH + LOMB TO JOIN TOGETHER TO RAISE AWARENESS AND PROVIDE EDUCATIONAL RESOURCES FOR FEBRUARY'S AGE-RELATED MACULAR DEGENERATION AWARENESS MONTH

Organizations Launch Social Media Campaign and Offer SightMatters.com Resource to Provide People with AMD and Caregivers with Educational Information, AMD Action Plan and More

BRIDGEWATER, N.J., and CHICAGO, Feb. 3, 2020 – Bausch + Lomb, a leading global eye health business, and Prevent Blindness, the nation's oldest volunteer eye health non-profit organization, are collaborating throughout the month of February for the fifth consecutive year to raise awareness of Age-Related Macular Degeneration (AMD), one of the leading causes of vision loss in adults 50 years of age and older.

It is estimated that as many as 16 million people in the United States are living with AMD, an eye disease that affects the macula, the part of the eye that supports sharp, central vision needed for seeing objects clearly. Early-stage AMD often does not present any symptoms or changes in vision, as symptoms usually appear gradually over time. This progressive condition can impact one or both eyes, causing people to have difficulty with daily activities like driving, reading or recognizing the faces of loved ones.

"Each year, we look forward to joining forces with Bausch + Lomb to help bring awareness to this pervasive and potentially sight-stealing condition," said Jeff Todd, president and CEO, Prevent Blindness. "Together we aim to encourage people to prioritize their eye health by scheduling a comprehensive, dilated eye exam– the best way to identify AMD - by providing essential resources they need to feel informed about this condition and understand the essential steps they need to take for prevention or if they are diagnosed."

Throughout February, Bausch + Lomb and Prevent Blindness will post a variety of content on their social media pages to share facts and helpful information about AMD with the public. Bausch + Lomb will also donate \$1* to Prevent Blindness and its sight-saving fund for every "share" or "like" of certain posts that promote this donation from the Bausch + Lomb SightMatters Facebook page at <https://www.facebook.com/SightMattersCommunity>.

The companies also encourage people to visit SightMatters.com, an educational online resource that Bausch + Lomb created to help people with AMD better understand the condition and its progression. The website features personalized tips and tools and provides people with AMD the ability to create an action plan to manage their condition. They can also join the Sight Matters Facebook community to

share their experiences and hear stories of others living with AMD.

“Given the importance of vision on our lives, we understand those with AMD want to do everything they can, but often times are scared and unsure of what to do, or if what they are doing is right,” said Chris Marschall, vice president and general manager, U.S. Consumer Health Care, Bausch + Lomb. “With SightMatters.com, people have a singular online resource where they can go to find easy-to-understand, action-oriented information that they need to help manage their condition – no matter where they are on their journey. We are committed to providing AMD patients with helpful resources and information to help support their lifelong vision health.”

Although there is no cure for AMD, there are steps that patients can take as part of a plan created with their doctor to help reduce their risk of progression. These steps include stopping smoking, exercising regularly, maintaining a healthy diet, and receiving a dilated eye exam.

Patients can also talk to their doctor about taking a vitamin based on the AREDS2 study. Only PreserVision® AREDS 2 formula vitamins contain the exact nutrient formula recommended by the National Eye Institute to help reduce the risk of moderate to advanced AMD progression.

For more information about AMD, visit www.SightMatters.com. For a free listing of organizations and services that provide financial assistance for vision care in English or Spanish, please visit Prevent Blindness at <https://www.preventblindness.org/vision-care-financial-assistance-information>.

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 www.preventblindness.org or www.facebook.com/preventblindness.

About Bausch + Lomb

Bausch + Lomb, a leading global eye health business of Bausch Health Companies Inc., is solely focused on helping people see. 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 more than 100 countries. For more information, visit www.bausch.com.

**Bausch + Lomb will donate \$1 to the organization Prevent Blindness for every Facebook like or share, up to \$50,000 from 2/1/2020 through 2/29/2020.*

###