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BAUSCH + LOMB LAUNCHES SIGHTMATTERS.COM TO HELP PEOPLE LIVING WITH AGE-RELATED MACULAR DEGENERATION TAKE CONTROL OF THEIR CONDITION

New Website offers Patients Comprehensive, Educational Resources to Navigate Life with AMD

BRIDGEWATER, N.J., [February 4, 2019] – Bausch + Lomb, a leading global eye health company, today announced the launch of SightMatters.com, a new educational online resource for people living with Age-related Macular Degeneration (AMD). Bausch + Lomb launched the site to coincide with the start of AMD Awareness Month.

The new online resource, which was specifically designed for the visually impaired with an increased font size and distinctive color contrast between different elements in the site, will help patients take charge of their condition by offering a singular resource that is clear, concise and offers actionable content as opposed to the often dense and overwhelming information currently available. By having access to personalized tips and tools, patients with AMD will learn how to take charge of their condition and have the opportunity to join a supportive online community of others living with AMD.

“It is estimated that as many as 16 million people in the United States have AMD. SightMatters.com will provide these patients with the information they need to manage their AMD. With its ‘AMD Action Plan’ questionnaire, patients can receive a personalized plan to understand the changes needed in their daily lives and how to check for signs and symptoms of AMD, so they can help reduce their risk of progression,” said Joe Gordon, U.S. president, Bausch + Lomb. “SightMatters.com is part of our ongoing commitment to help protect and enhance sight for the millions of patients who need to navigate life with AMD - no matter where they are on their journey.”

Bausch + Lomb to Donate to Prevent Blindness

In addition to launching SightMatters.com, Bausch + Lomb will also continue its four-year collaboration with Prevent Blindness®, the nation’s oldest volunteer eye health and safety organization dedicated to fighting blindness and saving sight, to raise awareness about this devastating eye disease throughout the month of February. The companies encourage the public to join them in supporting those living with AMD on social media by “sharing” or “liking” every Bausch + Lomb [SightMatters](#) Facebook post that promotes AMD Awareness Month from Feb. 1 through Feb. 28, 2019. In doing so, Bausch + Lomb will make a \$1 donation* to Prevent Blindness. Bausch + Lomb will also sponsor Prevent Blindness vision screenings at events across the country.

“We value our longstanding collaboration with Bausch + Lomb, to help bring awareness to this pervasive condition, and the importance of checking now versus later to catch AMD early,” said Jeff Todd, President and CEO, Prevent Blindness. “By working with Bausch + Lomb for the fourth consecutive year, we can continue to encourage people to prioritize their eye health.”

Early-stage AMD often does not present any symptoms or changes in vision, but at-risk patients can take action early on by getting a comprehensive dilated eye exam at least once a year. 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 the risk of progression. These steps include stopping smoking, exercising regularly, and maintaining a healthy diet.

In addition, patients can talk to their doctor about taking an eye vitamin that contains the AREDS formulation based on the AREDS2 study, such as PreserVision® AREDS 2 formula eye vitamins, which contain the exact nutrient formula recommended by the National Eye Institute for people with moderate to advanced AMD. Patients should talk to their eye doctor to see if an AREDS formulation vitamin may be right for them.

For more information on AMD and to join the SightMatters Community, visit www.SightMatters.com or www.facebook.com/SightMattersCommunity.

About AMD

AMD is a progressive eye condition that impacts central vision and is the leading cause of vision loss in adults aged 50 and older. Symptoms associated with AMD may impair an individual’s ability to conduct daily tasks such as driving, reading and recognizing the faces of loved ones.

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 1-800-331-2020. Or, visit us at facebook.com/preventblindness.

About Bausch + Lomb

Bausch + Lomb, a Bausch Health Companies Inc. company, is a leading global eye health organization that is solely focused on helping people see better to live better. 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.

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**Bausch + Lomb will donate \$1 to the organization Prevent Blindness for every Facebook like or share, up to \$50,000 from 2/1/2019 through 2/28/2019.*

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