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Bausch + Lomb Launches Biotrue® Advanced Multi-Purpose Solution in Canada

New Formula Provides More Moisture¹ on Contact Lenses

VAUGHAN, Ontario, Nov. 29, 2022 – Bausch + Lomb Corporation (NYSE/TSX: BLCO) (“Bausch + Lomb”), a leading global eye health company dedicated to helping people see better to live better, today announced the Canadian launch of Biotrue Advanced Multi-Purpose Solution. The new contact lens solution, which was [launched](#) as Biotrue Hydration Plus in the United States in June 2022, is formulated to provide more moisture on lenses¹ and deliver advanced cleaning and disinfection.

"Biotrue Advanced builds upon our original Biotrue® formula – the No. 1 brand of contact lens solution recommended by optometrists². Biotrue Advanced is designed to meet the needs of patients who depend on their contact lenses for the majority of the day. In fact, one-third of contact lens wearers experience contact lens dryness,"³ said Geoff Brodkorb, Business Unit Head, Consumer Healthcare and Vision Care, Bausch + Lomb Canada. "This new, innovative multi-purpose solution provides contact lens wearers with advanced comfort and allows them to experience more moisture on their lenses for up to 12 hours, as compared to the original Biotrue."¹

Biotrue Advanced contains 25% more⁴ hyaluronan (HA), a moisturizer found naturally in tears that envelops the lenses in a moisture-rich cushion, as compared to the original Biotrue. The new solution also contains a combination of ingredients inspired by the Tear Film and Ocular Surface Society's DEWS II report. These ingredients include potassium, an electrolyte which plays an important role in preserving balance of the ocular surface, as well as erythritol, an antioxidant which protects HA against free radicals. Biotrue Advanced is the only contact lens solution that includes HA, erythritol and potassium.

Biotrue Advanced is now available for purchase in the eye care aisle or online at most Canadian national retailers, including Shoppers Drug Mart, Loblaws, Walmart, Jean Coutu, London Drugs, Rexall and Sobeys.

For more information on the Biotrue family of products in Canada, visit www.biotrue.ca.

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 more than 12,000 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](#). For more information in Canada, visit. www.bausch.ca.

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. They also include, but are not limited to, risks and uncertainties caused by or relating to the evolving COVID-19 pandemic, and the fear of that pandemic and its potential effects, the severity, duration and future impact of which are highly uncertain and cannot be predicted, and which may have a material adverse impact on Bausch + Lomb, including but not limited to its project development timelines, launches and costs (which may increase). 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.

References

1. For 12 hours compared to Biotrue® Multi-Purpose Solution, based on a laboratory study
2. IQVIA, ProVoice, Q3 2022
3. Multi-Sponsor Surveys Inc. The 2019 Study of the U.S. Consumer Contact Lens Market. January 2020
4. Compared to Biotrue® Multi-Purpose Solution

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