

BAUSCH+LOMB —2022— PROGRAM OVERVIEW



1 | Introduce Your Patients to Bausch + Lomb Innovation



2 | Bausch + Lomb Loyalty Program: Enroll and Start Saving Today

	List Pricing	SAVE UPTO 17%* Silver	SAVE UPTO 25%* Gold	SAVE UPTO 29%* Platinum
INFUSE® (90-pack)	\$65.00	\$63.00	\$57.00	\$55.50
Biotrue® ONEday (90-pack)	\$46.00	\$38.00	\$34.50	\$32.50
Biotrue® ONEday for ASTIGMATISM (90-pack)	\$57.00	\$52.00	\$51.00	\$49.50
Biotrue ONEday for PRESBYOPIA (90-pack)	\$65.50	\$61.00	\$59.00	\$58.50
Bausch + Lomb ULTRA® (6-pack)	\$33.00	\$31.00	\$29.50	\$28.50
Bausch + Lomb ULTRA® For Astigmatism (6-pack)	\$42.00	\$39.00	\$33.00	\$32.50
Bausch + Lomb ULTRA® For Presbyopia (6-pack)	\$55.50	\$53.00	\$49.00	\$47.50
Bausch + Lomb ULTRA® Multifocal For Astigmatism (6-pack)	\$82.00	\$78.00	\$75.00	\$72.50

*Percentage discounts based off list pricing

*Terms and conditions apply. Contact your Bausch + Lomb representative for pricing details. Bausch + Lomb Silver, Gold and Platinum tiers are based on purchases across featured Bausch + Lomb products and are not associated with the VSP Global Premier Program Silver, Gold and Platinum tiers. For more information on your Bausch + Lomb status contact, your Bausch + Lomb representative.

3 | Patient Rewards

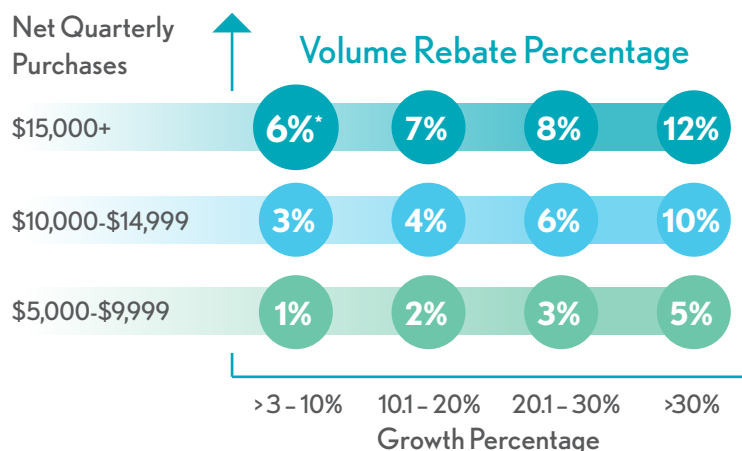
- BAUSCH + LOMB® horizon rewards are available to new and existing patients that qualify
- **Option to submit via text message**
- High Bausch + Lomb® reward values
- Patients can receive multiple reward types, including restaurant, BAUSCH + LOMB® Visa® Reward Card and department store reward gift cards in as little as 48 hours¹
- Opportunity for the patient to use the rewards Visa gift card for future vision care purchases

¹After redemption.



DOWNLOAD YOUR EXCLUSIVE VSP PREMIER BAUSCH + LOMB REWARDS OFFER FOR YOUR PATIENTS [HERE](#)

4 | Practice Rewards²



Get up to 12% from your first \$1 purchased³

Loyalty!
Maintain business and you can earn anywhere from 1% to 12% back

²Terms and conditions apply. See your Bausch + Lomb sales representative for details for those who qualify. Growth rewards payment percentage depend on sales volume tier.

³Once the minimum purchase is fulfilled.

⁴Additionally, all accounts that achieve volume in the top tier (of 15,000 or above), only need to grow by .1% from the prior year's quarter or higher to receive any rebate payment.

EXAMPLE 1 - High Growth

Achieved	Quarterly Purchases	Quarterly Rebates	Annual Rebates
>30% growth	2021: \$6,500	\$1,800	\$7,200
12% rebate	2022: \$15,000	\$1,800 x4	\$7,200

EXAMPLE 2 - Loyalty Opportunity

Achieved	Quarterly Purchases	Quarterly Rebates	Annual Rebates
>1% growth	2021: \$24,750	\$1,590	\$6,360
6% rebate	2022: \$26,500	\$1,590 x4	\$6,360



- Free digital assets to educate your patients
- Ready-to-launch Google and Facebook ad campaigns for purchase

To register, visit bauschreach.com/vsp

Contact your Bausch + Lomb sales representative today to take advantage of these **EXCLUSIVE OFFERS** or visit [here](#)[‡]

[‡]January 1, 2022 to December 31, 2022. All offers and programs above are subject to additional terms and conditions. See your Bausch + Lomb sales representative for details. Programs subject to change. Bausch + Lomb reserves the right to change, amend, modify, suspend, revoke or terminate all or any part of the program either in an individual case or in general, at any time, without notice. Growth rewards payment percentage dependent on sales volume tier. Bausch + Lomb, Bausch + Lomb ULTRA, MoistureSeal, and the MoistureSeal drop design, Biotrue, inspired by the biology of your eyes are trademarks of Bausch & Lomb Incorporated or its affiliates. Any other product/brand names and/or logos are trademarks of the respective owners.