

OCTOBER 1 – JANUARY 31, 2025

# BAUSCH + LOMB LOYALTY BANK

## Lock In Your Pricing Today



### \$5,000 Bank Options Available

Save up to **\$3 per box\*** on spherical lenses and  
**\$1 per box\*** on specialty lenses.



**25% OFF** up to 2 cases of Bausch + Lomb  
over-the-counter products<sup>†</sup>



**50% OFF** 6 lens Bi-Elevation™  
fitting sets (**\$75**)<sup>‡</sup>

**50% OFF** 12 lens Bi-Elevation™ fitting  
sets (**\$150**)<sup>‡</sup>

**\$175 OFF**<sup>‡</sup> The "Purple Box"  
48 lens fitting sets

# THREE BANK OPTIONS AVAILABLE FOR EACH CONTACT LENS BRAND FAMILY

|   |                     | <b>\$5,000 BANK PRICING</b><br>\$3 OFF spherical • \$1 OFF toric and multifocal |         |         |          |
|---|---------------------|---|---------|---------|----------|
| PRODUCT   | NATIONAL LIST PRICE | LIST  | SILVER  | GOLD    | PLATINUM |
| BAUSCH + LOMB INFUSE®                           | \$70.50             | \$67.50   | \$67.00 | \$59.75 | \$56.25  |
| BAUSCH + LOMB INFUSE® FOR ASTIGMATISM           | \$84.50             | \$83.50   | \$81.50 | \$78.50 | \$75.50  |
| BAUSCH + LOMB INFUSE® MULTIFOCAL                | \$89.50             | \$88.50   | \$86.50 | \$83.50 | \$80.50  |
| BIOTRUE® ONEDAY                                 | \$51.00             | \$48.00   | \$39.25 | \$35.00 | \$32.00  |
| BIOTRUE® ONEDAY FOR ASTIGMATISM                 | \$64.50             | \$63.50   | \$57.75 | \$56.25 | \$53.00  |
| BIOTRUE® ONEDAY FOR PRESBYOPIA                  | \$74.50             | \$73.50   | \$68.25 | \$65.25 | \$63.00  |
| BAUSCH + LOMB ULTRA®                            | \$36.50             | \$33.50   | \$31.50 | \$29.50 | \$27.50  |
| BAUSCH + LOMB ULTRA® FOR ASTIGMATISM            | \$47.75             | \$46.75   | \$43.00 | \$36.25 | \$34.75  |
| BAUSCH + LOMB ULTRA® FOR PRESBYOPIA             | \$63.00             | \$62.00   | \$58.75 | \$54.25 | \$51.00  |
| BAUSCH + LOMB ULTRA® MULTIFOCAL FOR ASTIGMATISM | \$95.00             | \$94.00   | \$91.00 | \$85.75 | \$79.75  |

| <b>OVER-THE-COUNTER PRODUCTS†</b>  |          |          |
|--|----------|----------|
| PRODUCT  | GOLD     | PLATINUM |
| BLINK™ NUTRITEARS® SUPPLEMENT  | \$542.40 | \$406.80 |
| BLINK® TRIPLE CARE LUBRICATING EYE DROPS                                       | \$225.60 | \$169.20 |
| LUMIFY EYE ILLUMINATIONS™ NOURISHING LASH & BROW SERUM                         | \$436.80 | \$327.60 |
| LUMIFY EYE ILLUMINATIONS™ HYDRA-GEL BRIGHTENING EYE CREAM                      | \$436.80 | \$327.60 |
| LUMIFY EYE ILLUMINATIONS™ 3-IN-1 MICELLAR CLEANSING WATER & EYE MAKEUP REMOVER | \$230.40 | \$172.80 |
| LUMIFY® REDNESS RELIEVER EYE DROPS   | \$361.20 | \$270.90 |
| BIOTRUE® MICELLAR EYELID CLEANSING WIPES                                       | \$243.00 | \$175.50 |

Contact your Bausch + Lomb representative with any questions.

**\*Terms and Conditions of Offer:**

- Bank inventory must be purchased from October 1, 2024 to January 31, 2025 (the "Promotional Period") and is valid on Bausch + Lomb ULTRA®, Biotrue® ONEday, and INFUSE® contact lens brand families.
  - If an account purchases a bank from October 1, 2024 to January 31, 2025, the account locks in at lower pricing.
  - If an account purchases a bank from February 1, 2024 to December 31, 2025, the account will receive applicable pricing increase as set forth by Bausch + Lomb.
- Accounts have 120-day pull through, starting the first of the following month after purchase. Available through Bausch + Lomb authorized distributors only, direct only upon approval from Area Sales Director and Customer Marketing.
- An account that purchases one or more \$5,000 banks will receive \$3 off per box on their current tier pricing on Bausch + Lomb INFUSE®, Biotrue® ONEday and Bausch + Lomb ULTRA® spherical contact lenses, and \$1 off per box on their current tier pricing on INFUSE® Multifocal, INFUSE® Multifocal for Astigmatism, Biotrue® ONEday for Astigmatism, Biotrue® ONEday for Presbyopia, ULTRA® for Astigmatism, ULTRA® for Presbyopia, and ULTRA® Multifocal for Astigmatism.
- An account that purchases one or more banks during the Promotional Period may apply qualifying products against the bank funds at the applicable price set forth herein until bank funds are depleted.
- Once all bank funds are depleted, the promotional pricing set forth herein ends. If bank funds remain after the applicable Bank Expiration Date, the account will be permitted to utilize the remaining bank funds to purchase qualifying products at the customer's regularly assigned tier pricing.
- If account has purchased prior banks and has remaining funds in such banks, the account must utilize the remaining existing bank funds prior to using the bank offered herein.
- If an account's loyalty pricing tier is adjusted downward or upward prior to the applicable Bank Expiration Date, then account will have to exhaust the existing bank and then buy a new bank to get new pricing based on their new tier.
- All offers and programs described above may be modified, terminated, or rescinded by Bausch + Lomb at any time in its sole discretion without further notice. The above offer may not be combined with any other offers.

**†Over-the-Counter Terms & Conditions:**

- Offer valid October 1-January 31, 2025. Receive 25% off two (2) cases of Bausch + Lomb over-the-counter products including blink™ NutriTears® 50ct, blink® triple care Lubricating Eye Drops 0.34 fl oz (10ml), LUMIFY Eye Illuminations™ Nourishing Lash & Brow Serum 0.12 fl oz (3.8ml), LUMIFY Eye Illuminations™ Hydra-Gel Brightening Eye Cream 0.5 oz (15g), LUMIFY Eye Illuminations™ 3-in-1 Micellar Cleansing Water & Eye Makeup Remover 5.4 fl oz (160ml), LUMIFY® Redness Reliever Eye Drops 0.25 fl oz (7.5ml), and Biotrue® Micellar Eyelid Cleansing Wipes 30ct. All sales are final, no returns or exchanges.

- 1 case = 24 eaches, except for Biotrue® Hydration Boost Lubricating Eye Drops and Biotrue® Boost for Contact Lens Drops which is 1 case = 36 eaches.

**‡Specialty Lens Terms & Conditions:**

- Offer valid October 1-January 31, 2025. Receive 50% off 6 and 12 lens Bi-Elevation fitting sets or \$175 off the "Purple Box" 48 lens fitting sets.

**Confidential:** This program and pricing information is confidential and intended only for the eye care professional office receiving this material. It is subject to any existing confidentiality provision you have agreed to with Bausch + Lomb or your distributor. It may not be shared with third parties outside of your office.