

Bausch + Lomb and Florence Henderson Announce Partnership

Actress Will Be Featured in *Crystalens®* National Advertising Campaign

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ROCHESTER, New York — Bausch + Lomb, the global eye health company, announced today that it will work with Broadway, film and TV Actress Florence Henderson in an integrated marketing campaign starting this fall for its *Crystalens®* approved accommodating intraocular lens (IOL).

Ms. Henderson will share her experiences as a *Crystalens patient* in local television, national print and online advertising. She is best known for her role as Carol Brady in the iconic television series *The Brady Bunch*, which ran on network television from 1969 - 1974 and continues in syndication today. She has enjoyed a storied entertainment career that has spanned five decades.

"When my doctor told me how much my vision would be improved after the *Crystalens* surgery, I said, 'Wow, sign me up'. I didn't realize what I had been missing. The colors are brighter and my vision is much sharper. I'm very happy about the results and excited to share my experiences with others," added Ms. Henderson.

The *Crystalens* is the only FDA-approved accommodating intraocular lens. The marketing and advertising program will feature Ms. Henderson talking about what it is like to have a cataract, how cataracts adversely affected her vision and what life has been like since she had her *Crystalens* surgery. It will emphasize that the *Crystalens* not only corrects the cataract but also provides a full range of vision.

"We are thrilled to be working with Florence Henderson. It already is proving to be a great partnership because she embodies the *Crystalens* brand with her very active lifestyle. She is a proven effective spokesperson who has great influence with the 50 years and older audience. Her experience as a *Crystalens* patient heightens her already considerable credibility with our surgeons and their potential patients," said Amy Jacobs, director global marketing for *Crystalens*.

An estimated 20 million aging baby boomers and seniors have cataracts. Approximately three million cataract surgeries are performed in the U.S. every year. A cataract is a clouding on the normally clear lens in the eye. When one forms, the natural lens in the patient's eye is surgically replaced with an intraocular lens. Research indicates that only a small fraction of people realize that not all intraocular lenses are the same. The research also indicates that a number of patients are willing to pay a little extra money in order to get the best quality vision.

Unlike the standard cataract replacement lenses, *Crystalens* is designed to not only eliminate the patient's cataract but also to give the patient full range of vision so that the patient can see near, far and everything in between. Many *Crystalens* patients hardly if ever need their glasses or contacts again.

"When something works for me like *Crystalens* has, I like to share my experience. I am happy when telling my story helps empower, inspire and motivate people to take care of themselves. It is important for people over 50 to understand what a cataract is and what they can do about it," said Ms. Henderson.

Bausch + Lomb will also make available in-office patient education materials and other promotional items featuring Ms. Henderson to *Crystalens* surgeons.

For more information about the *Crystalens* please visit www.crystalens.com or call 1.877.7.SEEBETTER.

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News Media Contact:

Ed Coghlan for Bausch + Lomb
818-489-4774 or edcoghlan@gmail.com

About Bausch + Lomb

Bausch + Lomb is dedicated to bringing visionary ideas to eye health. Its core businesses include contact lenses and lens care products, ophthalmic surgical devices and instruments, and ophthalmic pharmaceuticals. The Bausch + Lomb name is one of the best-known and most respected healthcare brands in the world. Founded in 1853, the company is headquartered in Rochester, N.Y., and employs more than 10,000 people worldwide. Its products are available in more than 100 countries. More information is available at www.bausch.com.

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