

# BAUSCH+LOMB

## —2023— PROGRAM OVERVIEW



### 1 | Introduce Your Patients to Bausch + Lomb Innovation



### 2 | Save up to 31% with the Loyalty Pricing Program

	LIST	SILVER Save up to 17%*	GOLD Save up to 25%*	PLATINUM Save up to 31%*
INFUSE® (90-pack)	\$68.50	\$68.00	\$61.00	\$57.50
INFUSE® Multifocal - Non-Promotional Launch Price	\$89.50	\$87.50	\$84.50	\$81.50
INFUSE® Multifocal - Promotional Launch Price (after \$5 discount)		\$82.50	\$79.50	\$76.50
Biotrue® ONEday (90-pack)	\$49.50	\$41.00	\$37.00	\$34.00
Biotrue® ONEday for ASTIGMATISM (90-pack)	\$61.50	\$56.00	\$54.50	\$51.50
Biotrue® ONEday for PRESBYOPIA (90-pack)	\$71.00	\$66.00	\$63.00	\$61.00
Bausch + Lomb ULTRA® (6-pack)	\$35.50	\$33.50	\$31.50	\$29.50
Bausch + Lomb ULTRA® For Astigmatism (6-pack)	\$45.50	\$42.00	\$35.50	\$34.00
Bausch + Lomb ULTRA® For Presbyopia (6-pack)	\$60.00	\$57.00	\$52.50	\$49.50
Bausch + Lomb ULTRA® Multifocal For Astigmatism (6-pack)	\$90.50	\$87.50	\$82.50	\$77.00

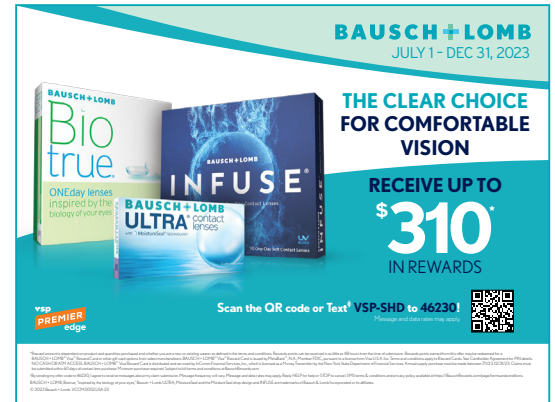
\*Percentage discounts based off list pricing

\*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. 10-25% discount on OTC and specialty lens care items. Terms and conditions apply. See your Bausch & Lomb representative for details.

# 3 | Patient Rewards

- Highest Bausch + Lomb reward values available!
- BAUSCH + LOMB® horizon rewards are available to new and existing patients that qualify
- **Option to submit via text message**
- Patients can receive multiple reward types, including restaurant, BAUSCH + LOMB® Visa® Reward Card and department store reward gift cards in as little as 48 hours<sup>1</sup>
- Opportunity for the patient to use the rewards Visa gift card for future vision care purchases

<sup>1</sup>Rewards points can be received in as little as 48 hours from the time of submission.



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

# 4 | Loyalty Growth Rewards<sup>2</sup>

Net Quarterly Purchases	Growth Percentage					
	0-4.9%	5 - 9.9%	10 - 14.9%	15 - 24.9%	25 - 34.9%	35%+
\$20,000+	5%	8%	10%	14%	18%	20%
\$15,000 - \$19,999	-	6%	8%	10%	14%	18%
\$10,000 - \$14,999	-	5%	7%	9%	11%	15%
\$5,000 - \$9,999	-	4%	5%	6%	8%	10%
\$2,500 - \$4,999	-	2%	3%	4%	5%	6%

### EXAMPLE 1 - High Growth

Achieved 35% growth



20% rebate

Quarterly Purchases	Quarterly Rebates	Annual Rebates
2021: \$6,500	\$4,000 (x4)	\$16,000
2022: \$20,000		

### EXAMPLE 2 - Loyalty Opportunity

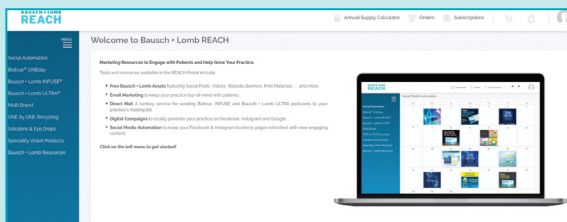
Achieved 5% growth



8% rebate

Quarterly Purchases	Quarterly Rebates	Annual Rebates
2021: \$34,000	\$2,856 (x4)	\$11,424
2022: \$35,700		

<sup>2</sup>Terms and conditions apply. Contact your Bausch + Lomb representative for pricing details.



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

To register, visit [bauschreach.com/vsp](https://bauschreach.com/vsp)

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

<sup>‡</sup>January 1, 2023 to December 31, 2023. All offers and programs above are subject to additional terms and conditions. See your Bausch + Lomb sales representative for details. 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, Biotrue, "inspired by the biology of your eyes," Bausch + Lomb ULTRA, MoistureSeal and the MoistureSeal drop design, and INFUSE are trademarks of Bausch & Lomb Incorporated or its affiliates.