



BAUSCH + LOMB

Our Loyalty Programs

Bigger Savings, More Rewards

LOYALTY PRICING
PROGRAM



LOYALTY GROWTH
PROGRAM

EFFECTIVE MAY 2023



LOYALTY PRICING PROGRAM

FEBRUARY 1, 2023 - JANUARY 31, 2024

BAUSCH + LOMB

Save up to 31% with Volume-Based Discounts

Enjoy Promotional Launch Pricing on INFUSE® Multifocal

	LIST	SILVER	GOLD	PLATINUM
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

	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
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

It's all about the *benefits!*

	LIST	SILVER	GOLD	PLATINUM
High Value Rebates	✓	✓	✓	✓
Bank Eligible	✓	✓	✓	✓
Free REACH Portal Assets	✓	✓	✓	✓
Free One-by-One Sign Up	✓	✓	✓	✓
Up to 20% Growth Payout	✓	✓	✓	✓
17-31% * cost of goods discount ^{††}		✓	✓	✓
15-25%* discount on Zenlens and NovaKone Fit Set [†]			✓	✓
Early access to new products and parameters				✓
10% discount off OTC Eye Care and Supplements ^{**}				✓

Bausch + Lomb Loyalty Pricing Program is subject to Terms and Conditions set forth below:

All pricing effective February 1, 2023 - January 31, 2024

*Percentage discount based off list pricing

**Accounts should consult with your Bausch + Lomb representative for full list of qualifying OTC products.

[†]Accounts on Gold tier receive 15% discount; accounts on Platinum tier receive 25%

^{††}Accounts on Silver receive 17% discount; Accounts on Gold receive 25% discount; Accounts on Platinum receive 31% receive discount.

- Enrollment Period for this offer is January 1, 2023 through January 31, 2023.
- Enrolled accounts will receive promotional pricing based on total Net Purchases during each six (6) month Measurement Period, as set forth below. Applicable products are the products set forth in the above price table.
- Enrolled accounts will receive promotional pricing from the chart above based on Net Purchase volumes during the applicable Measurement Period in accordance with the following tiers:
 - Silver Tier equals volume of Net Purchases of >\$5,000 - \$9,999
 - Gold Tier equals volume of Net Purchases of >\$10,000 - \$19,999
 - Platinum Tier equals volume of Net Purchases of >\$20,000+
- The promotional pricing shall be effective during each Effective Pricing Period based on tiering from the prior Measurement Period. Accounts can move to another tier during measurement period if they hit volume thresholds for that next tier. The Measurement Periods and Effective Pricing Periods are as follows:
 - July 1st - December 31, 2022 (First Measurement Period)
 - February 1st - July 31, 2023 (Effective Pricing based on Measurement Period)
 - July 1 - December 2023 (Second Measurement Period)
 - August 1 - January 31, 2024 (Effective Pricing based on Measurement Period)
- Promotional pricing takes effect 3-5 business days after customer enrolls in the Loyalty Pricing Program and is not retroactive to beginning of Current Effective Pricing Period. Accounts that do not meet the Silver Tier Net Purchase threshold during any Measurement Period will not be eligible for any promotional pricing under this offer.
- Loyalty Pricing Program is available via distributors and direct. Net Purchases are based on purchases from individual locations. Net Purchases cannot be grouped together across multiple locations to hit volume thresholds.
- Net Purchases, eligibility, program parameters and discounts are determined by Bausch + Lomb in its sole discretion.
- Customers are enrolled by Bausch + Lomb sales representatives via salesforce.com.
- Bausch + Lomb reserves the right to change, amend, modify, suspend, continue or terminate all or any part of the program either in an individual case or in general, at any time, without notice.

LOYALTY GROWTH PROGRAM

JANUARY 1, 2023 - DECEMBER 31, 2023

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Earn up to 20% back on Total Volume Sales

Volume Rebate Percentage

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%



LOYALTY GROWTH PROGRAM

JANUARY 1, 2023 - DECEMBER 31, 2023

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Receive rebates based on total volume sales!

Calculate potential rebate payment

Net Quarterly Purchases		Volume Rebate Payment			Total Rebate Payment
Purchase Year	Quarterly Example	Growth (2023 Qtr total minus 2022 Qtr total)	Growth Percentage (Total growth divided by 2022 Qtr total)	Volume Rebate Percentage (based on the table on Page 1)	(Net Quarterly Purchases multiplied by Volume Rebate Percentage)
2022	15,000	\$5,500	37%	20%	\$4,100
2023	20,500				

How it works

Bausch and Lomb Loyalty Growth program is subject to Terms and Conditions set forth below:

- Growth Percentage for Q1 2023, Q2 2023, Q3 2023, and Q4 2023 is calculated by subtracting the prior year's corresponding Net Quarterly Purchases (e.g. Q1 2022) from the current quarter's Net Quarterly Purchases (e.g. Q1 2023) and then dividing the result by the prior year's corresponding Net Quarterly Purchases (e.g. Q1 2022).
- The applicable Volume Rebate Percentage is determined by the Growth Percentage and the current Net Quarterly Purchases (e.g. Q1 2023) from the chart on the prior page.
- Payments are made on a quarterly basis. Total Rebate Payment is based on current Net Quarterly Purchases (e.g. Q1 2023) multiplied by the applicable Volume Rebate Percentage.
- Enrollee must achieve minimum current Net Quarterly Purchases of \$2,500 and minimum Growth (5% Growth from prior year) in order to receive any rebate payment for the given quarter.
- Participating products include Bausch + Lomb ULTRA, Biotrue ONEday and Infuse Families, no other products apply.
- Net Quarterly Purchases, program parameters and payments are defined and determined by Bausch + Lomb in its sole discretion.
- Enrollees who do not achieve growth in 2 consecutive quarters will be automatically removed from the program and are ineligible for re-enrollment for six months.
- Enrollment must be completed within the 1st month of the quarter to qualify. Enrollments completed within the second or third month of the quarter will be eligible to participate in the program starting the following quarter.
- All enrollees that achieve volume in all tiers need to grow by 5% from the prior year's quarter or higher to receive any rebate payment.
- Bausch + Lomb reserves the right to change, amend, modify, suspend, continue or terminate all or any part of the program either in an individual case or in general, at any time, without notice.

For pricing details and your Net Quarterly Purchases, please contact your local Bausch + Lomb Sales Representative.

Ask your representative about the Bausch + Lomb Loyalty Pricing Program and save even more!



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Even more savings!



Ask your representative about the Bausch + Lomb
Loyalty Programs and **save even more!**

Plus, your patients can also **receive up to \$300*** in rewards

*Reward amount is dependent on product and quantities purchased and whether you are a new or existing wearer as defined in the terms and conditions. Rewards points can be received in as little as 48 hours from the time of submission. Rewards points earned from this offer may be redeemed for a BAUSCH + LOMB® Visa® Reward Card or other gift card options from select merchandisers. BAUSCH + LOMB® Visa® Reward Card is issued by MetaBank®, N.A., Member FDIC, pursuant to a license from Visa U.S.A. Inc. Terms and conditions apply to Reward Cards. See Cardholder Agreement for PIN details. NO CASH OR ATM ACCESS. BAUSCH + LOMB® Visa Reward Card is distributed and serviced by InComm Financial Services, Inc., which is licensed as a Money Transmitter by the New York State Department of Financial Services. Annual supply purchase must be made between 7/1/23-12/31/23. Claims must be submitted within 60 days of contact lens purchase. Minimum purchase required. Subject to full terms and conditions at [BauschRewards.com](https://www.BauschRewards.com).

Confidential: These programs 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.

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