

Bausch + Lomb Announces the Launch of Bausch + Lomb ULTRA® ONE DAY Silicone Hydrogel Daily Disposable Contact Lenses

PUBLISHED OCT 24, 2022
BY GP COMMUNICATIONS

United Kingdom and Ireland, 1 March 2022 – Bausch + Lomb, a leading global eye health business of Bausch Health Companies Inc. (NYSE/TSX: BHC) ("Bausch Health"), announces the introduction of Bausch + Lomb ULTRA® ONE DAY silicone hydrogel daily disposable contact lenses. Optimising breakthrough moisture and comfort technologies with a complete[1] lens design, Bausch + Lomb ULTRA® ONE DAY high performance contact lenses provide a whole new experience for today's contact lens wearers.

Bausch + Lomb ULTRA® ONE DAY contact lenses are designed to fulfil unmet needs of contact lens wearers. Findings from a consumer symptoms survey of 318 silicone hydrogel daily disposable wearers identified a significant opportunity to help minimise unnecessary compromises in the contact lens wearing experience.[3,6]

Among silicone hydrogel daily disposable contact lens wearers:

• 82% are interested in a contact lens that can help prevent or reduce dryness[6]

• 74% have to settle for less comfort in order to wear contact lenses the entire day[6]

• 74% blame their own lifestyle for eye issues, not their lenses[6]

Bausch + Lomb ULTRA® ONE DAY contact lenses feature a next generation contact lens material (kalifilcon A) and further advancing the technology found in Bausch + Lomb ULTRA® monthly contact lenses, Advanced MoistureSeal® Technology delivers a highly wettable surface and excellent breathability for long-lasting and healthy lens wear.[3,4]

This moisture-rich environment enables new breakthrough ComfortFeel Technology to take wearers beyond comfort3,8. ComfortFeel Technology releases unique comfort and eye health ingredients such as moisturizers/conditioners, osmoprotectants and electrolytes to help protect, enrich and stabilise the tear film.[3]

These two technologies work synergistically to deliver outstanding comfort for a full 16 hours of wear—supporting a stable and healthy ocular environment.[3,4,8] Together with a complete lens design of high breathability[3], low modulus[7], easy handling[2], UV blocking[9]* and High Definition Optics[3], Bausch + Lomb ULTRA® ONE DAY meets the demands of today's contact lens wearer.[6,8]

"Bausch + Lomb ULTRA® ONE DAY brings a higher standard of innovation to the contact lens category, said Thomas J. Appio, President, Bausch + Lomb/International. "This breakthrough new silicone hydrogel daily disposable contact lens is a welcome addition to our already robust contact lens portfolio and allows our eye care practitioners to take their patients and practices further – to live the ULTRA life."

Bausch + Lomb ULTRA® ONE DAY silicone hydrogel daily disposable contact lenses will be available to all Independent UK&I Optical Practices from 14th March 2022.

For more information visit www.ultraoneday.co.uk

About Bausch + Lomb

Bausch + Lomb, a leading global eye health business of Bausch Health Companies Inc., is solely focused on helping people see. Its core businesses include over-the-counter products, dietary supplements, eye care products, ophthalmic pharmaceuticals, contact lenses, lens care products, ophthalmic surgical devices and instruments. Bausch + Lomb develops, manufactures and markets one of the most comprehensive product portfolios in the industry, which is available in more than 100 countries.

*UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they DO NOT completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed.

References

1. Only Bausch + Lomb ULTRA® ONE DAY contact lenses offer a complete moisture + comfort system with Advanced MoistureSeal® and ComfortFeel Technologies plus a complete design of high Dk/t, low modulus, UV blocking and High Definition Optics. Bausch + Lomb ULTRA® ONE DAY contact lenses deliver health through its complete system working together to support a healthy ocular environment, the inclusion of eye health ingredients which are retained over 16 hours and the high allowance of oxygen permeability (Dk/t=134). [Applicable references 2-5]

2. Data on File. Product Performance Evaluation of a Novel Silicone Hydrogel Contact Lens: kalifilcon A Daily Disposable Contact Lenses - Summary of kalifilcon A Patient Comfort and Vision Outcomes. Bausch & Lomb Incorporated, Rochester, NY, 2021.

3. Rah M. Ocular surface homeostasis and contact lens design. February 2021.

4. Schafer, J. Steffen, R. Reindel, W; A clinical assessment of dehydration resistance for a novel silicone hydrogel lens and six silicone hydrogel daily disposable lenses. Poster presented at AAO; October 2020

5. Competitive grid packaging solutions with sources

6. Results of a consumer symptoms survey of 318 silicone hydrogel daily disposable contact lens wearers. Kadence International, April 2019.

7. The Bausch + Lomb ULTRA ONE DAY Experience. March, 2021.

8. Data on File. Product Performance Evaluation of a Novel Silicone Hydrogel Contact Lens: kalifilcon A Daily

Disposable Contact Lenses - Summary of kalifilcon A. Patient Comfort and Vision Outcomes for Patients Who Wore Lenses for 16 or More Hours Per Day. Bausch & Lomb Incorporated, Rochester, NY, 2021.

9. U.S. Food & Drug Administration 510(k) Summary K200528; Bausch + Lomb (kalifilcon A) Soft (hydrophilic) Contact Lens. May 2020.

Please read the Instructions for Use (IFU) for important product use and safety information with Bausch + Lomb ULTRA® ONE DAY contact lenses.

Bausch + Lomb ULTRA ONE DAY and MoistureSeal are trademarks of Bausch & Lomb Incorporated or its affiliates.

© 2022 Bausch & Lomb Incorporated UOD.0007.IE.22

Press release distributed by Wire Association on behalf of GP Communications, on Oct 24, 2022. For more information subscribe and follow us.

Keywords

contact lenses, optometry, ophthalmology, eyecare, dry eyes, dry eye, opticians, health

---

Media Assets

Images



GP Communications

Newsroom: https://wireassociation.eu/newsroom/gp-communications
Website: https://gpcommunications.eu
Primary Email: paola@gpcommunications.eu