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Lumify Ad Launches As Bausch Spends More Behind OTC Eye Care Brands

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Executive Summary

Following first anniversary of Lumify launch, "we're still in a pretty heavy investment period supporting trial because our data suggest that when people use the product, they persist in using the product. And so for now, we got our foot down on of the promotional side," says CFO Paul Herendeen.

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Lumify redness relief eye drops nearly doubled in sales between Bausch's second and third quarters and drove 7% organic growth of its global consumer business compared to

Bausch Sees Sales Drivers In Lumify, OcuVite And PreserVision Line Extensions

Lumify reached 35% market share in US OTC eye drops and OcuVite and PreserVision vision health supplements are the No. 2 sales driver across Bausch's total portfolio.

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