

## THE SCIENCE OF LUMIFY

USE AS DIRECTED.



LUMIFY IS DIFFERENT

What's the secret?  
Alright, we'll share.



USE AS DIRECTED.

### LUMIFY is a one-of-a-kind eye drop.\*

LUMIFY is a **redness reliever like no other.** Before LUMIFY, redness relievers pretty much used the same ingredients for decades, and they had certain side effects. But then there was a break-through: eye doctors figured out that low-dose brimonidine tartrate could **help relieve redness with a lower risk of certain side effects** when used as directed. That's how low-dose brimonidine became the star ingredient in LUMIFY - and your little secret for amazing-looking eyes.

#### See the Drug Facts

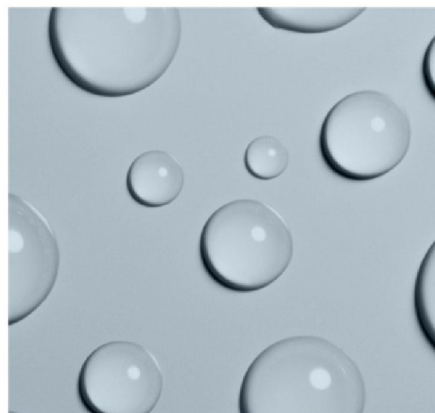
\*Low-dose OTC brimonidine

### So, how does low-dose brimonidine work?

Other redness relievers constrict the arteries in your eyes, which can deprive the eye of oxygen. And that works to relieve redness at first, but commonly causes rebound redness. Which, kind of defeats the purpose.

But low-dose brimonidine? **It works differently.** Low-dose brimonidine **restricts the venules, which helps to relieve redness without limiting the flow of oxygen.** The results? Whiter, brighter looking eyes that last up to 8 hours - **with a low risk of rebound redness when used as directed.**

Can I use it with other eye drops ?





### What makes eye doctors choose LUMIFY?

Before LUMIFY, doctors didn't really recommend redness relieving eye drops because of their known side effects. But LUMIFY is different. Now, eye doctors have a product they can recommend to patients. Doctors like LUMIFY because of the **reduced risk of rebound redness** and because it uses **no bleach or dyes**. And it's clinically proven to be safe, effective, and not lose efficacy over time when used as directed. No wonder it's the **#1 eye doctor recommended redness reliever eye drop**.

How often can I use LUMIFY ?

### So what we're saying is...



Unique, patented formulation



Clinically tested



No bleach or dyes



Reduced risk of rebound redness when used as directed



FDA-Approved formulation



#1 Eye Doctor Recommended redness reliever eye drop

#1 EYE DOCTOR RECOMMENDED

## We talked to eye doctors about why they recommend LUMIFY.



"For all of my patients who have occasional eye redness, I always recommend LUMIFY. They're amazed at how well it works to reduce redness in just 60 seconds and help their eyes look whiter and brighter. My patients are happy, so I'm happy."

-Dr. Melissa Toyos  
Ophthalmologist and Aesthetic Surgeon



"From an ocular surface perspective, the drop quiets red irritated looking in less than a minute."

-Dr. Art Epstein  
OD, FFAO



These eye doctors are consultants for LUMIFY.

Want to dig into the science of LUMIFY even more?

**Here's How to Use LUMIFY**

Using LUMIFY is as easy as 1-2-3! Just follow these three quick steps and you're on your way to amazing-looking eyes.

Why Hear other

## Real people. Real results.

See why LUMIFY has a **95% satisfaction rating**.



And the best part? It's from the eye care experts at

**BAUSCH + LOMB**

### The LUMIFY Buzz

← SEE MORE

### Frequently Asked Questions

SEE MORE →

LUMIFY *lovers*™

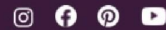
Sign up for special offers, inside info, exclusive invites, and more.  
[Learn more >](#)

SIGN UP

**LUMIFY**  
 REDNESS RELIEVER EYE DROPS

Home  
 The Science of LUMIFY  
 FAQ  
 Buzz

Discover  
 LUMIFY Lovers™  
 Buy Now



QUESTIONS?  
 Call 800-553-5340

**BAUSCH + LOMB**

Visit [BAUSCH.com](http://BAUSCH.com)

[Privacy Policy](#) [Legal Notice](#) [Contact Us](#)

All information and materials on this site relate to the U.S. only unless otherwise indicated.  
 ©2022 Bausch & Lomb Incorporated or its affiliates. LUM.0275.USA.20 CALIFORNIA RESIDENTS: **DO NOT SELL MY PERSONAL INFORMATION**





# THE SCIENCE OF LUMIFY

USE AS DIRECTED.

LUMIFY IS DIFFERENT

## What's the secret? Alright, we'll share.



### LUMIFY is a one-of-a-kind eye drop.\*

LUMIFY is a redness reliever like no other.\* Before LUMIFY, redness relievers pretty much used the same ingredients for decades, and they had certain side effects. But then there was a break-through: eye doctors figured out that low-dose brimonidine tartrate could help relieve redness with a lower risk of certain side effects when used as directed. That's how low-dose brimonidine became the star ingredient in LUMIFY - and your little secret for amazing-looking eyes.

#### See the Drug Facts

\*Low-dose OTC brimonidine

### So, how does low-dose brimonidine work?

Other redness relievers constrict the arteries in your eyes, which can deprive the eye of oxygen. And that works to relieve redness at first, but commonly causes rebound redness. Which, kind of defeats the purpose.

But low-dose brimonidine? It works differently. Low-dose brimonidine restricts the venules, which helps to relieve redness without limiting the flow of oxygen. The results? Whiter, brighter looking eyes that last up to 8 hours - with a low risk of rebound redness when used as directed.

Can I use it with other eye drops ?





### What makes eye doctors choose LUMIFY?

Before LUMIFY, doctors didn't really recommend redness relieving eye drops because of their known side effects. But LUMIFY is different. Now, eye doctors have a product they can recommend to patients. Doctors like LUMIFY because of the **reduced risk of rebound redness** and because it uses **no bleach or dyes**. And it's clinically proven to be safe, effective, and not lose efficacy over time when used as directed. No wonder it's the **#1 eye doctor recommended redness reliever eye drop**.

How often can I use LUMIFY?

### So what we're saying is...

Unique, patented formulation

Clinically tested

No bleach or dyes

Reduced risk of rebound redness when used as directed

FDA-Approved formulation

#1 Eye Doctor Recommended redness reliever eye drop

#1 EYE DOCTOR RECOMMENDED

## We talked to eye doctors about why they recommend LUMIFY.



"LUMIFY redness reliever eye drops specifically reduce redness due to minor eye irritations while reducing concerns of rebound hyperemia, dependency or tachyphylaxis—conditions that can lead to serious or permanent damage to the eye. I am excited to recommend LUMIFY to my patients to effectively relieve redness and help them get 'camera ready'."

**Dr. Melissa Toyos**  
Ophthalmologist and Aesthetic Surgeon



"Having a drop that reduces redness without the side effects of rebound hyperemia or tachyphylaxis...is a very exciting option that I look forward to recommending to my patients."

**Dr. Paul Karpecki**  
OD, FAAO



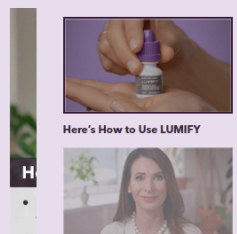
"For all of my patients who have occasional eye redness, I always recommend LUMIFY. They're amazed at how well it works to reduce redness in just 60 seconds and help their eyes look whiter and brighter. My patients are happy, so I'm happy."

**Dr. Melissa Toyos**  
Ophthalmologist and Aesthetic Surgeon



These eye doctors are consultants for LUMIFY.

### Want to dig into the science of LUMIFY even more?



# Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

## Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

## Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

## Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

## API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

## LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

## FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

## E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.