

in professional terms

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“Healthy Vision” Campaign Takes Eye Health Message Coast to Coast National Public Relations Effort to Raise Awareness of GP Lenses

With the goal of improving eye health across the country—and in the process raising awareness of Boston® gas permeable (GP) lenses and lens care solutions—the “Healthy Vision” national

campaign kicked off in June.

“The Soprano’s” star **Lorraine Bracco**,

accompanied by her daughter **Margaux Guérard**, cut the ribbon on this national campaign on June 13. Lorraine Bracco is an enthusiastic wearer of the Boston® ES

healthy eyes across america



multifocal GP lenses from Bausch & Lomb. She recommended GP lenses to her 22-year-old daughter, who wears Boston® XO spherical lenses.

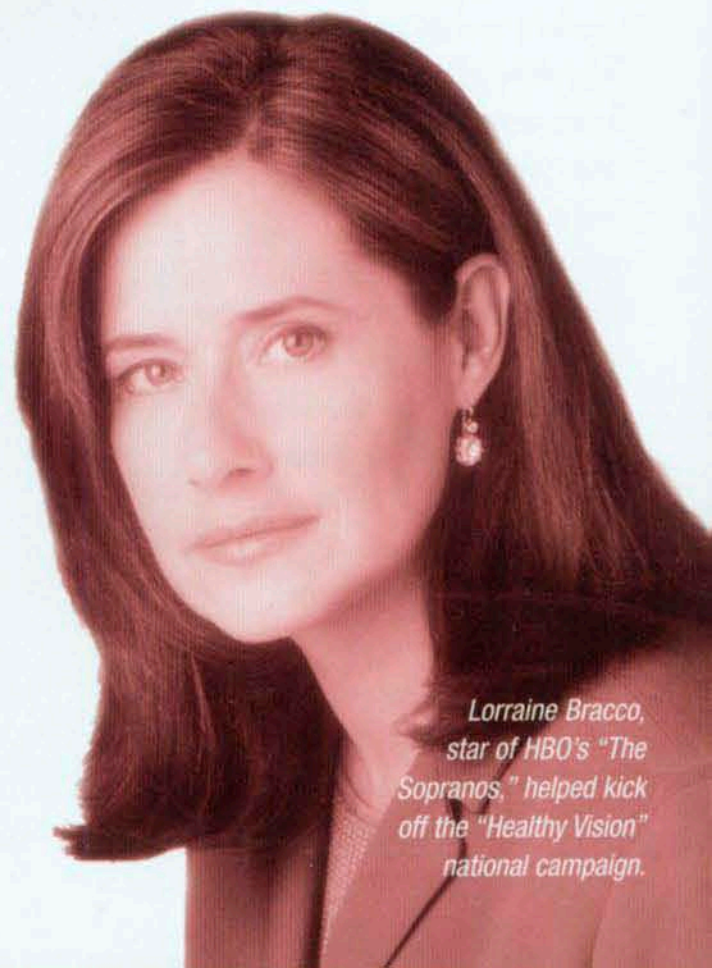
The opening event took place at a Borders book store in New York City, one of eight metros across the country where campaign events are being staged. Borders also features the Healthy Vision campaign on its Website: bordersstores.com. A video news release of the event has been released to key media, and a satellite media tour includes an in-studio interview with Lorraine discussing the eye health campaign and her GP lens wearing experience.

Consumers who attend the events are offered a free vision screening that provides them with a free color “map of your eyes.”

They also receive vision care information, as well as money-saving coupons for Boston® gas permeable contact lenses and lens care products.

In addition, consumers play an “Eye Trivia” game.

An accompanying media outreach program is pursuing editorial coverage in 35 leading consumer publications. These include *Cosmopolitan*, *Glamour*, *GQ*, *Ladies Home Journal*, *Reader’s Digest*, *Shape*, *Seventeen* and *Vogue*.



Lorraine Bracco, star of HBO’s “The Sopranos,” helped kick off the “Healthy Vision” national campaign.



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