

## **Bausch & Lomb and *MORE* Magazine Partner to Honor Moms Across the Country**

- **Launch of “Through a Mother’s Eyes” Program Coincides with Mother’s Day**
- **Fashion Expert and Television Host Finola Hughes Will Transform One Lucky Mom with a Beauty Makeover**

FOR RELEASE WEDNESDAY, MAY 9, 2007

ROCHESTER, N.Y. — This Mother’s Day, Bausch & Lomb, in conjunction with its *PureVision*<sup>®</sup> Multi-Focal contact lenses and *MORE* magazine, announces the “Through a Mother’s Eyes” contest. This initiative celebrates the experience, confidence and knowledge gained by mothers as they age, helping women see themselves and their own mothers in a fresh perspective.

Mothers are asked to visit [morepromo.com](http://morepromo.com), where they can write a 150-word essay on how they see life differently since having children, and what parenting qualities they share with their own moms. One grand prize winner will receive a year’s supply of Bausch & Lomb *PureVision* Multi-Focal contact lenses, a free eye exam, and a beauty makeover from fashion expert and television host Finola Hughes. In addition, five lucky contestants will win a gift basket that includes a certificate redeemable for a year’s supply of *PureVision* Multi-Focal lenses and a free eye exam.

Today’s moms are more stylish than ever. Bausch & Lomb’s *PureVision* Multi-Focal lenses are designed to help them see clearly without sacrificing personal style by allowing contact lenses to be worn instead of bifocals or reading glasses.

“If you’re having trouble reading things up close, you’re likely experiencing presbyopia, a naturally occurring vision condition that begins to affect most people in their 40s,” says Rhonda Robinson, an optometrist in private practice in Indianapolis. “But just because you have presbyopia doesn’t mean you have to stop wearing contacts. The *PureVision* Multi-Focal contact lens incorporates Bausch & Lomb’s advanced optical design with its patented silicone hydrogel material to allow for excellent comfort, health and crisp vision at all distances.”

For more information about Bausch & Lomb’s *PureVision* Multi-Focal contact lenses, as well as general eye health information and sample questions that patients can ask their eye care practitioner, please visit [www.bausch.com](http://www.bausch.com).

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### NOTE TO EDITORS AND NEWS DIRECTORS:

**VIDEO FEED AVAILABLE:** includes on-camera interview with Finola Hughes and footage from Finola’s television program, contest website screen shots, as well as other video. The video is accessible via:

#### **SATELLITE, C-Band Feed**

**Wednesday, May 9, 1:30 – 1:45 PM ET GA 26, Tr. 9, DL 3880V**  
Technical Info *DURING FEED ONLY*, NBN TOC, 212 - 684 – 8910 X 221

Also available:

**VIA PATHFIRE:** Story # NBN 13556

On left panel of Pathfire, double click on News Broadcast Network, Story # NBN 13556.

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Media Contacts:

Tor Constantino

585.338.5212

[tor\\_constantino@bausch.com](mailto:tor_constantino@bausch.com)

Jacqueline Kohlmann

312.397.6072

[jacqueline.kohlmann@ogilvypr.com](mailto:jacqueline.kohlmann@ogilvypr.com)

Bausch & Lomb is the eye health company, dedicated to perfecting vision and enhancing life for consumers around the world. Its core businesses include soft and rigid gas permeable contact lenses and lens care products, and ophthalmic surgical and pharmaceutical products. The Bausch & Lomb name is one of the best known and most respected healthcare brands in the world. Founded in 1853, the Company is headquartered in Rochester, New York. Bausch & Lomb's 2006 revenues were more than \$2.2 billion; it employs more than 13,000 people worldwide and its products are available in more than 100 countries. More information about the Company can be found on the Bausch & Lomb Web site at [www.bausch.com](http://www.bausch.com) or call 585-338-5000. Copyright Bausch & Lomb.

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