

Biotrue® ONEday FREE 30-Day Promotion

Frequently Asked Questions

What is the Biotrue® ONEday FREE 30-Day Promotion?

- Eligible patients that purchase their eye exam and contact lens fitting exam services from a participating VSP Premier Edge™ location can receive up to two (2) 30-packs of Biotrue® ONEday Sphere, Biotrue® ONEday for Astigmatism, or Biotrue® ONEday for Presbyopia free of charge.

Will there be other manufacturers participating in this promotion?

- Bausch + Lomb is currently the only preferred contact lens vendor for VSP Premier Edge™ and is the only manufacturer participating in this promotion.

Why is Bausch + Lomb offering this promotion?

1. This promotion is designed to help VSP Premier Edge™ doctors put more patients into a daily disposable modality.
2. This promotion should also allow VSP Premier Edge™ practices to increase their practice percentage of dual wearers - patients wearing more than one type of vision correction. This increase will create new sources of revenue through future sales of dual wearers.

How long will this promotion last?

- The Biotrue® ONEday FREE 30-Day promotion is valid January 1 - June 30, 2024.

Which patients are eligible for the promotion?

- Patients that are eligible for this promotion are NOT wearing Bausch + Lomb contact lens products.

Do eligible patients need to have VSP insurance?

- Eligible patients do NOT need to have VSP insurance. In fact, all patients are eligible to participate in this promotion - cash pay or vision insured.

Which practices are eligible for the Biotrue® ONEday FREE 30-Day promotion?

- Only VSP Premier Edge™ practices are eligible for this promotion.



Biotrue® ONEday FREE 30-Day Promotion

Frequently Asked Questions (cont.)

Where can the practice order Biotrue® ONEday FREE 30-packs?

- There will be no ordering available for this promotion directly through Bausch + Lomb.
- Participating VSP Premier Edge™ offices will be able to order Biotrue® ONEday FREE 30-packs through all authorized distributor partners.
- Please refer to separate ordering instructions provided by your preferred authorized distributor.

What does the patient receive after completing their eye exam and contact lens fitting?

- Up to two (2) FREE 30-packs of Biotrue® ONEday Sphere, Biotrue® ONEday for Astigmatism or Biotrue® ONEday for Presbyopia as prescribed by the Doctor of Optometry.
- One (1) exclusive Biotrue® ONEday rebate form that offers:
 - \$80 off a four-box (half-year supply) purchase
 - \$210 off an eight-box (year supply) purchase

Where will the patient be able to pick up their FREE Biotrue® ONEday product?

- Participating patients will be able to choose between shipment delivery to the doctor's office or direct delivery to their home (separate shipping charges may apply).

How will the patient receive the exclusive Biotrue® ONEday rebate for this promotion?

- Participating patients will receive their exclusive Biotrue® ONEday rebate in the same box as their FREE Biotrue® ONEday 30-packs.

Where can the exclusive rebate for the Biotrue® ONEday promotion be used?

- The patient can ONLY use their exclusive Biotrue® ONEday rebate in the VSP Premier Edge™ office where they purchased their eye exam and contact lens fitting exam services.

For more information and VSP Premier Edge™ practice resources, please contact your Bausch + Lomb representative or visit bl.vspproviderhub.com



Promotion available at practices participating in VSP Premier Edge at the Hold or Platinum Level. An eye exam and contact lens fitting exam is required to be eligible to receive promotional offer of two 30-pack boxes of applicable contact lenses. Patient is responsible for the cost of an eye exam, contact lens fitting exam, or any other professional fees. Patients who participate in a Medicaid/state-funded plan are not eligible for the above offers. These offers are not available on previous purchases. Rewards rebate is sent to patient with 30-day supply from distributor. Patients are instructed to bring in rebate form back to their doctor's office to receive rebate on annual supply purchases. Offer subject to full terms and conditions at BauschRewards.com.

BAUSCH + LOMB, Biotrue, and "inspired by the biology of your eyes" are trademarks of Bausch & Lomb Incorporated or its affiliates.

© 2023 Bausch + Lomb. BOD.0106.USA.23

BAUSCH + LOMB