

Susskind & Almallah Eye Associates, PA Welcomes Crystalens® Advertising Campaign to Ocean & Monmouth Counties

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Susskind & Almallah Eye Associates, PA announced today that an advertising campaign has been launched in the Ocean and Monmouth County areas media market that will help educate baby boomers and seniors about **Crystalens®**, the nation's only FDA-approved accommodating intraocular lens (IOL).

"The patients that I have already implanted with Crystalens love that not only is their vision improved, but they hardly ever need their glasses. This advertising campaign will inform many Ocean and Monmouth area residents that this exciting option exists," said Dr. Almallah of Susskind & Almallah Eye Associates, PA.

Crystalens, which is a product of Bausch & Lomb, is the only FDA approved accommodating intraocular lens. Unlike the standard cataract replacement lenses, Crystalens not only eliminates the patient's cataract but also gives the patient full range of vision so that the patient can see near, far and everything in between. Many Crystalens patients hardly if ever need their glasses or contacts again.

The advertising campaign will use national cable stations in our market to target consumers who are 55 years old and up who are still major users of traditional mass media.

"The Direct-to-Consumer Advertising campaign encourages patients to talk to their ophthalmologist about whether they are candidates for Crystalens or to visit the Crystalens website (www.crystalens.com) to learn more about this exciting vision correction alternative, said Amy Jacobs, Global Director of Marketing for Bausch & Lomb.

"We are very pleased that Bausch and Lomb has invested in this direct to consumer campaign. Bad vision doesn't have to be a part of getting older. The Crystalens allows cataract patients the opportunity not just to fix their eyesight, but to make it better," added Dr. *Almallah*.

There are 3 million cataract surgeries every year. A cataract is a clouding on the normally clear lens in your eye. When it forms, the natural lens in the patient's eye is replaced by an intraocular lens. The Crystalens not only fixes the patient's cataract, but it helps improve the patient's full range of vision.

Advertising research indicates that only a small fraction of people realized that not all intraocular lenses are the same. The research also indicates that a number of patients are willing to pay a little extra money in order to get the best vision.

"If you are planning to have cataract surgery, you should know about Crystalens. The advertising is designed to let this large and important demographic know that they have a choice in vision correction that can help them improve their full range of vision," added Bausch & Lomb's Amy Jacobs.

Susskind & Almallah Eye Associates, PA is located at 20 Mule Rd. in Toms River, NJ 08755. For more information, please visit our website www.oceancountyeye.com or call us at (732) 349-5622.

For more information about the Crystalens HD, go to www.crystalens.com or call toll free at 1-877-SEE BETTER.

About Bausch & Lomb

Bausch & Lomb is the eye health company dedicated to perfecting vision and enhancing life for people around the world. Its core businesses include contact lenses and lens care products, ophthalmic surgical devices and instruments, and ophthalmic pharmaceuticals. 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, N.Y., and employs approximately 13,000 people worldwide. Its products are available in more than 100 countries. More information is available at www.bausch.com.