

# Canadian Shopper Study Names Bausch + Lomb Most Trusted Brand For Contact Lens Care

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## **40,000 Canadian Shoppers Voted Across 140 Categories for Most Trusted Retail Brands**

LAVAL, Quebec, June 27, 2016 /PRNewswire/ -- Valeant Pharmaceuticals International, Inc. (NYSE: VRX and TSX: VRX) today announced that its wholly owned subsidiary, Bausch + Lomb, a leading global eye health company, has been named the most trusted brand in the contact lens solution category by the 2016 BrandSpark Canadian Shopper Study.

In the survey of more than 40,000 respondents who purchased consumer package goods in Canada, Bausch + Lomb was the most volunteered top-of-mind brand response during the period from November 2015 and March 2016. According to the results of the survey, the main reasons consumers shared that they trust Bausch + Lomb is due to the high level of performance and quality experienced using the company's contact lens solutions as well as the amount of recommendations received from their optometrists to use the products in their contact lens regimen.

"It is an honor to have Canadian consumers select Bausch + Lomb as their most trusted contact lens brand among many other global brands in this shopper study," said Jacques Dessureault, president, Valeant Canada. "There is no greater acknowledgment than receiving such positive brand recognition and approval from your customers. It speaks to the legacy and heritage of the Bausch + Lomb brand, our unwavering commitment to quality, and continued focus on building consumer trust through meeting their needs with our products today and in the future with advanced innovative technologies."

BrandSpark Canada is a Toronto-based marketing research firm that regularly tests brand strength and recognition in Canada. It is a gold seal member of the Marketing Research and Intelligence Association. For Health and Beauty brands, its assessment of trust is built on quality perceptions, effectiveness (e.g., meeting personal needs) and perception of a fair price.

To learn more about the BrandSpark 2016 most trusted shopper study, please visit: <http://www.brandsparkmosttrusted.com/>.

### **About Bausch + Lomb**

Bausch + Lomb, a Valeant Pharmaceuticals International, Inc. company, is a leading global eye health organization that is solely focused on protecting, enhancing and restoring people's eyesight. Our core businesses include over-the-counter supplements, eye care products, ophthalmic pharmaceuticals, contact lenses, lens care products, ophthalmic surgical devices and instruments. We develop, manufacture and market one of the most comprehensive product portfolios in our industry, which is available in more than 100 countries.

### **About Valeant**

Valeant Pharmaceuticals International, Inc. (NYSE/TSX:VRX) is a multinational specialty pharmaceutical company that develops, manufactures and markets a broad range of pharmaceutical products primarily in the areas of dermatology, gastrointestinal disorders, eye health, neurology and branded generics. More information about Valeant can be found at [www.valeant.com](http://www.valeant.com).

### **Forward-looking Statements**

This press release contains forward-looking statements. Forward-looking statements may generally be identified by the use of the words "anticipates," "expects," "intends," "plans," "should," "could," "would," "may," "will," "believes," "estimates," "potential," "target," or "continue" and variations or similar expressions. These statements are based upon the current expectations and beliefs and are subject to certain risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. Readers are cautioned not to place undue reliance on any of these forward-looking statements. These forward-looking statements speak only as of the date hereof. Valeant undertakes no obligation to update any of these forward-looking statements to reflect events or circumstances after the date of this press release or to reflect actual outcomes, unless required by law.

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