

Salix Launches 'Let's Talk 2' IBS Awareness Campaign

April 03, 2018

***Let's Talk 2* Encourages Patients and Their Health Care Providers to Have 2-Way Conversations About Irritable Bowel Syndrome with Diarrhea (IBS-D)**

***Let's Talk 2* Kicks Off in April for IBS Awareness Month**

BRIDGEWATER, N.J., April 3, 2018 /PRNewswire/ -- Salix Pharmaceuticals, a leading specialty pharmaceutical company committed to the prevention and treatment of gastrointestinal disorders and a wholly owned subsidiary of Valeant Pharmaceuticals International (NYSE/TSX: VRX), today announced the launch of a national education campaign called

Let's Talk 2

. *Let's Talk 2*, which kicks-off in April for IBS Awareness Month and is endorsed by the International Foundation for Functional Gastrointestinal Disorders (IFFGD), founders of IBS Awareness Month, is dedicated to encouraging and empowering patients '2' talk openly with their health care providers about their irritable bowel syndrome with diarrhea (IBS-D) and its associated symptoms.

"Up to 16 million Americans suffer with IBS-D, and they often live with debilitating symptoms, including abdominal pain and diarrhea, for years before being correctly diagnosed," said Mark McKenna, senior vice president and general manager, Salix Pharmaceuticals.^{1,2} "*Let's Talk 2* is designed to help patients better communicate with their health care providers, as we believe that better two-way conversations can help lead to better patient outcomes."

To kick off the campaign, Salix has created

Letstalk-2.com

, a new web site where patients can go for more information on IBS-D, including common triggers, possible causes, different treatments and tips on how to prepare for discussions with health care providers.

"We are so pleased to endorse the *Let's Talk 2* campaign, created and led by such a leader in gastroenterology as Salix, on this important initiative to educate Americans about IBS," said

Ceciel Rooker

, executive director, IFFGD. "The campaign and resources will support our shared goal of helping people go from symptom onset to diagnosis much faster by educating around the potential causes and symptoms of IBS-D, and encouraging more direct conversations with physicians."

According to research published in 2017 in the *Journal of Neurogastroenterology and Motility*, many IBS patients reported feeling stigmatized; health care providers should be aware of the presence of stigma in IBS patients.³

"Patients may feel embarrassed to discuss their bowel habits, especially when there is a diarrheal component, however it's important that doctors know all the details of their patients' symptoms in order to provide them with the best treatment option," said Mark Pimentel, M.D., program director, Medically Associated Science and Technology (MAST) Program, Cedars-Sinai. "Patients

should pay close attention to any changes in their bowel habits, such as an urgent need to use the bathroom and abdominal pain, as these can be signs of IBS-D."

Let's Talk 2 is one of several initiatives from Salix designed to drive awareness of and education about IBS-D. Salix will also host several events across the nation to educate both patients and health care providers about the importance of raising the conversation about IBS-D.

For additional information about *Let's Talk 2* or to learn more about IBS-D, please visit

Letstalk-2.com

or join the conversation online using the hashtag #letstalk2.

About Salix

Salix Pharmaceuticals is one of the largest specialty pharmaceutical companies in the world committed to the prevention and treatment of gastrointestinal diseases. For almost 30 years, Salix has licensed, developed and marketed innovative products to improve patients' lives and arm health care providers with life-changing solutions for many chronic and debilitating conditions. Salix currently markets its product line to U.S. health care providers through an expanded sales force that focuses on gastroenterology, hepatology, pain specialists and primary care. Salix, a wholly owned subsidiary of Valeant Pharmaceuticals International, Inc., is headquartered in Bridgewater, New Jersey.

About Valeant

Valeant Pharmaceuticals International, Inc. (NYSE/TSX: VRX) is a global company whose mission is to improve people's lives with our health care products. We develop, manufacture and market a range of pharmaceutical, medical device and over-the-counter products, primarily in the therapeutic areas of eye health, gastroenterology and dermatology. We are delivering on our commitments as we build an innovative company dedicated to advancing global health. More information can be found at

www.valeant.com

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Forward-looking Statements

This news release may contain forward-looking statements which 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 of management and are subject to certain risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These risks and uncertainties include, but are not limited to, risks and uncertainties discussed in Valeant's most recent annual or quarterly report and detailed from time to time in Valeant's other filings with the Securities and Exchange Commission and the Canadian Securities Administrators, which factors are incorporated herein by reference. 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 news release or to reflect actual outcomes, unless required by law.

IBS.0043.USA.18

¹ Grundmann O, Yoon SL. Irritable bowel syndrome: epidemiology, diagnosis and treatment: an update for health-care practitioners. *J Gastroenterol Hepatol*. 2010 Apr;25(4):691-9.

² Quick Facts. United States Census Bureau web site.

<https://www.census.gov/quickfa...>

. Accessed April 4, 2017.

³ Taft, T.H, Bedell, A, Naftaly, J, Keefer, L. Stigmatization toward irritable bowel syndrome and

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