BAUSCH Health

Bausch + Lomb Named Most Trusted Contact Lens Solution Brand In Canada For Second Consecutive Year By Brandspark International

June 22, 2017

20,000 Canadian Consumers Voted Across Multiple Categories for Most Trusted Consumer Packaged Goods Brands

LAVAL, Quebec, June 22, 2017 /PRNewswire/ -- Valeant Pharmaceuticals International, Inc.'s (NYSE: VRX and TSX: VRX) wholly owned subsidiary, Bausch + Lomb, a leading global eye health company, today announced that Bausch + Lomb contact lens solutions have been named the most trusted contact lens solution brand for the second consecutive year in Canada by BrandSpark International.

The 2017 BrandSpark Most Trusted Awards were given based on the results of a survey of more than 20,000 Canadians. According to the results of the survey, the main reasons consumers shared that they trust Bausch + Lomb was due to the high level of performance and quality experienced using the company's contact lens solutions, such as Biotrue® and renu® multi-purpose solutions, as well as the amount of recommendations received from their optometrists to use the products in their contact lens care regimen.

"To be recognized by consumers as their most trusted contact lens solution brand for the second year in a row is quite an honor and accomplishment for Bausch + Lomb," said Joseph C. Papa, chairman and CEO of Valeant. "It is a testament to the company's continued commitment to providing innovative eye care technologies that meet the needs of customers and their patients, and a reflection of the value our dedicated team brings to work each day as they fulfill Bausch + Lomb's mission of protecting, enhancing, and restoring people's eyesight around the world."

The survey asked participants to name their most trusted brands in the consumer packaged goods industry. The open-text responses and reasons for trusting those brands were analyzed by BrandSpark researchers and ranked based on the greatest volume of mentions.

BrandSpark International is a leading marketing research company that provides brand insights and services to companies and brands launching new products. To learn more about the 2017 BrandSpark Most Trusted Awards, visit
http://www.brandsparkmosttrusted.com/
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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. Its core businesses include over-the-counter supplements, eye care products, ophthalmic pharmaceuticals, contact lenses, lens care products, ophthalmic surgical devices and instruments. Bausch + Lomb develops, manufactures and markets 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
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Forward-looking Statements
This press release may contain forward-looking statements which may generally be identified by the use of the words "anticipates", "if approved", "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 the Company'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 press release or to reflect actual outcomes, unless required by law.

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