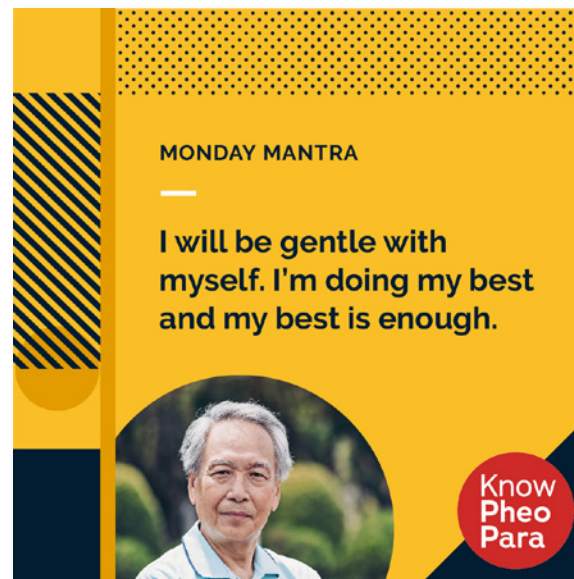
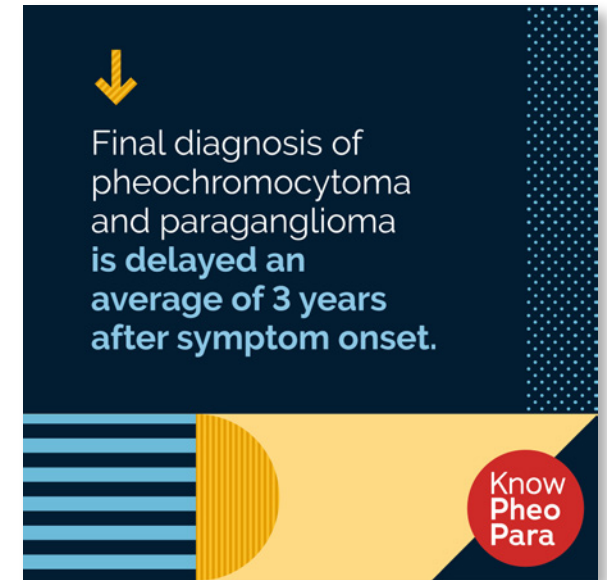


SOCIAL MEDIA POSTS

Client: Lantheus Pheo Para Patient Advocacy



EMAILS

Client: Bausch and Lomb INFUSE contact lenses

Marketing emails for both spherical and multi-focal contact lenses

From: [Bausch + Lomb Vision Care] <noreply@email.bausch.com>
To: [FirstName, LastName] <ECP_email_address>
Subject Line Option 1: Help patients earn the highest rewards with INFUSE®
Subject Line Option 2: INFUSE® wearers can earn the highest rewards available
Preview Text: High-value rebates for new and existing patients
Date: Day, Month XX, 2022 at XXXX AM

To view this email as a webpage, please click [here](#)

BAUSCH + LOMB
INFUSE®



HIGH-PERFORMANCE LENS
— PLUS —
HIGH-VALUE REBATES

[SEE DETAILS](#)

Now new Bausch + Lomb INFUSE® wearers can earn up to **\$300*** in rewards when they purchase an annual supply, and existing wearers can still earn up to **[\$200]*** in rewards.

Offer your patients the highest rebates* available with INFUSE®

[SEE DETAILS](#)

Follow Us   @infusecontacts

*Rebate amount is dependent on product and quantities purchased and whether the patient is a new or existing wearer as defined in the terms and conditions. Please see terms and conditions at [Bausch+Bausch.com](#).

Bausch + Lomb INFUSE is a trademark of Bausch + Lomb Incorporated or its affiliates. ©2022 Bausch + Lomb Incorporated or its affiliates. INFXXXX-USA-22

Bausch + Lomb Vision Care
1400 N. Goodman Street | Rochester, NY 14609

This email was sent to [\[email@bausch.com\]](#) because you opted in/requested to receive email messages from Bausch + Lomb Vision Care.

If you no longer wish to receive emails from Bausch + Lomb Vision Care, you can update your email preferences below.

Please do not reply to this email. If you have questions related to our Products, contact our Customer Care at: 1-800-555-5246

[UNSUBSCRIBE OR UPDATE EMAIL PREFERENCES](#) | [PRIVACY POLICY](#) | [LEGAL NOTICE](#)

From: [Bausch + Lomb] <noreply@email.bausch.com>
To: [FirstName, LastName] <ECP_email_address>
Subject Line: Explore the benefits of Bausch + Lomb INFUSE® Multifocal
Preview Text: See what INFUSE® Multifocal can do for your practice
Date: Day, Month XX, 2022 at XXXX AM

To view this email as a webpage, please click [here](#)

BAUSCH + LOMB
INFUSE®

THE MULTIPLE UPSIDES OF FITTING INFUSE® MULTIFOCAL



[GET STARTED](#)

INFUSE MORE POTENTIAL INTO YOUR PRACTICE

Multifocal contact lenses are the prescription that keeps on giving. The return lifecycle of patients that wear contact lenses is 12-15 months compared to 24+ months for patients who wear glasses only. Clear vision at all distances and minimized symptoms of contact lens dryness aren't the only benefits your patients can expect. New wearers can receive a **\$300* rebate** on INFUSE® Multifocal.

PRESCRIBE INFUSE® MULTIFOCAL
Explore more about the lens designed to meet the dynamic vision needs of your presbyopic patients.

[GET STARTED](#)

Follow Us   @infusecontacts

*Rebate amount is dependent on product and quantities purchased and whether the patient is a new or existing wearer as defined in the terms and conditions. Please see terms and conditions at [Bausch+Bausch.com](#).

REFERENCE: 1. Data on file. Bausch + Lomb Incorporated, Rochester, NY.

Bausch + Lomb INFUSE is a trademark of Bausch + Lomb Incorporated or its affiliates. ©2022 Bausch + Lomb Incorporated or its affiliates. INFXXXX-USA-22

Bausch + Lomb Vision Care
1400 N. Goodman Street | Rochester, NY 14609

This email was sent to [\[email@bausch.com\]](#) because you opted in/requested to receive email messages from Bausch + Lomb Vision Care.

If you no longer wish to receive emails from Bausch + Lomb Vision Care, you can update your email preferences below.

Please do not reply to this email. If you have questions related to our Products, contact our Customer Care at: 1-800-555-5246

[UNSUBSCRIBE OR UPDATE EMAIL PREFERENCES](#) | [PRIVACY POLICY](#) | [LEGAL NOTICE](#)

From: [Bausch + Lomb Vision Care] <noreply@email.bausch.com>
To: [FirstName, LastName] <ECP_email_address>
Subject Line: Your INFUSE® Multifocal fit set has shipped!
Preview Text: Make room for another Bausch + Lomb innovation
Date: Day, Month XX, 2022 at XXXX AM

To view this email as a webpage, please click [here](#)

BAUSCH + LOMB
INFUSE®

ON ITS WAY

[TRACK FIT SET](#)



CONGRATULATIONS!

[RepFirstName RepLastName] requested that we send a Bausch + Lomb INFUSE® Multifocal fit set to your practice—and it's arriving soon!

Tracking number: [Tracking Number]

GET READY TO OFFER YOUR PRESBYOPIC PATIENTS OUR LATEST INNOVATION

INFUSE® Multifocal silicone hydrogel daily lenses deliver clear vision at all distances with seamless transitions, while helping to minimize symptoms of contact lens dryness to address the dynamic ocular needs of today's presbyopes.†

Follow Us   @infusecontacts

BAUSCH + LOMB

REFERENCE: 1. Data on file. Bausch + Lomb Incorporated, Rochester, NY.

Bausch + Lomb INFUSE is a trademark of Bausch + Lomb Incorporated or its affiliates. ©2022 Bausch + Lomb Incorporated or its affiliates. INFXXXX-USA-22

Bausch + Lomb Vision Care
1400 N. Goodman Street | Rochester, NY 14609

This email was sent to [\[email@bausch.com\]](#) because you opted in/requested to receive email messages from Bausch + Lomb Vision Care.

If you no longer wish to receive emails from Bausch + Lomb Vision Care, you can update your email preferences below.

Please do not reply to this email. If you have questions related to our Products, contact our Customer Care at: 1-800-555-5246

[UNSUBSCRIBE OR UPDATE EMAIL PREFERENCES](#) | [PRIVACY POLICY](#) | [LEGAL NOTICE](#)

From: [PUBLISHER] <ECP_email_address>
To: [FirstName, LastName] <ECP_email_address>
Subject Line: Here's your AAOpt photo!
Preview Text: Now, the countdown to INFUSE® Multifocal is on.
Date: Day, Month XX, 2022 at XXXX AM

To view this email as a webpage, please click [here](#)

BAUSCH + LOMB
INFUSE®


The lens your peers are RAVING ABOUT is **EXPANDING**

[WATCH SUCCESS STORIES](#)

IT WAS GREAT SEEING YOU AGAIN AT AAOpt!



As INFUSE® continues to positively impact your peers, get ready for even more practice success with INFUSE® Multifocal. Watch other Eye Care Professionals share their personal experiences with spherical—and stay tuned for more multifocal updates from your Bausch + Lomb Sales Representative.

[WATCH SUCCESS STORIES](#)



YOUR PHOTO IS READY!

[DOWNLOAD IT NOW](#)

Follow INFUSE®   @infusecontacts

Bausch + Lomb INFUSE is a trademark of Bausch + Lomb Incorporated or its affiliates. Any other product/trademark names and/or logos are trademarks of the respective owners. ©2022 Bausch + Lomb Incorporated or its affiliates. INFXXXX-USA-22

Bausch + Lomb Vision Care
1400 N. Goodman Street | Rochester, NY 14609

This email was transmitted to [\[email@bausch.com\]](#) by [PUBLISHER] on behalf of Bausch + Lomb Vision Care. Because you opted in to receive email messages from [PUBLISHER], if you no longer wish to receive emails from [PUBLISHER], you can unsubscribe or update your email preferences below.

If you no longer wish to receive emails from Bausch + Lomb Vision Care, you can unsubscribe or update your email preferences below.

Please do not reply to this email. If you have questions related to Bausch + Lomb Vision Care's Products, contact our Customer Care at: 1-800-555-5246

[PUBLISH INFORMATION ONE LETTER](#)
(ADDRESS | CITY | ST | ZIP)
(PUBLISHER | UNSUBSCRIBE)

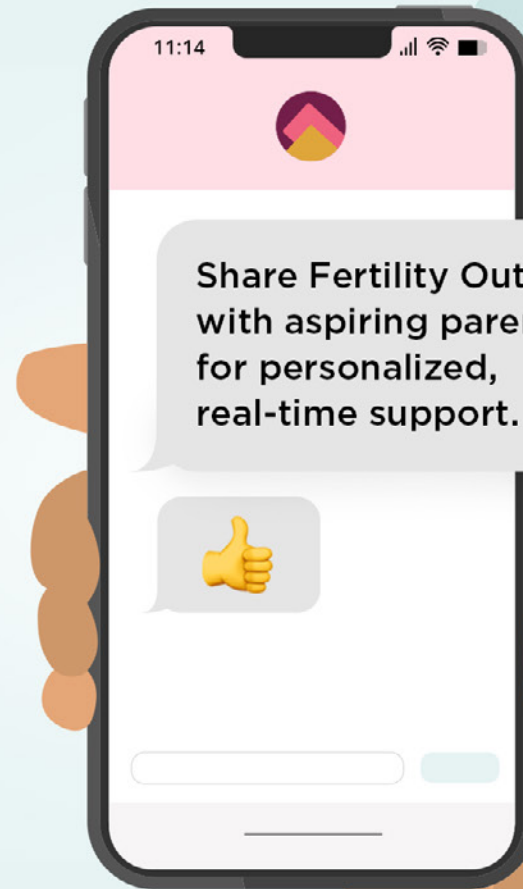
SOCIAL MEDIA POST

Client: Ferring Fertility Out Loud



Powered by
**FERTILITY
OUT LOUD**

Navigating the
fertility journey
can be stressful.

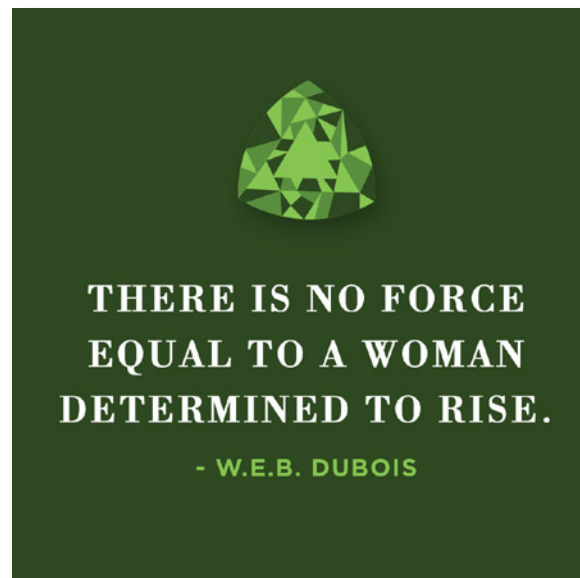


Reproductive Medicine
and Maternal Health

US-RMMH-2300131

SOCIAL MEDIA POSTS

Client: Peridot Club



BABY BLANKETS AND SWADDLES BRANDING

Branding for a textile company manufacturing organic cotton baby blankets and swaddles called “Cozy Kid.” The illustration highlights a baby goat and incorporates a child-like playfulness.



BABY BLANKETS AND SWADDLES BRANDING

Packaging concept idea incorporating branding



SELECTED SURFACE PATTERN DESIGNS

