

# TAKE CONTROL OF YOUR SENSES WITH 'EYE SPY'

Submitted by: Pegasus Public Relations (Worthing)

Tuesday, 14 October 2008

---

Bausch & Lomb launches free new guide with expert advice on eye health and beauty

93% of Britons prize their eyesight above all of the other senses but with the eyes of 100 people starting to deteriorate every day we need to do everything we can to keep them healthy. With this in mind, eye health specialist Bausch & Lomb has launched 'Eye Spy' - a complete guide to eye health and beauty - to help us make the most of our eyes and, most importantly, protect our vision.

Packed full of advice from celebrity experts such as Nicky Hambleton-Jones, Ariane Poole, Lowri Turner and eye specialist Mr Nicholas Lee, the guide offers simple steps to maintaining healthy, sparkling eyes.

In the guide, eye health expert Mr Nicholas Lee - Lead Ophthalmic Clinician at the Hillingdon Hospital and Consultant Ophthalmologist at the Western Eye Hospital - offers practical tips on eating the right foods, avoiding harmful UVA and UVB rays, watching your waistline and getting your eyes tested. From dispelling common eye myths to advice on choosing the right contact lenses or laser eye correction options, the guide helps you take control of your vision.

In an interview with 'Eye Spy', Fashion Journalist and TV presenter Lowri Turner comes to terms with her mother's diagnosis with Age-related Macular Degeneration (AMD) - the UK's leading cause of blindness - and explains what she is doing to protect herself against it in the future: "AMD is often hereditary so I'm getting my eyes regularly tested and also taking OcuVite Lutein which helps to maintain eye health and protect it for the future."

With eyes being the most important physical attraction in a partner, enhancing and maintaining sparkling eyes is paramount. 'Eye Spy' provides expert tips from Celebrity beauty specialist Nadira V Persaud, who shares her advice on creating arches to adore, and make-up artist to the stars, Ariane Poole, shares her top tips for dazzling eyes.

There's also advice from celebrity stylist, Nicky Hambleton-Jones, on choosing gorgeous glasses that are right for you: "My specs dictate my character, express my style and enhance my lifestyle too. Take it from me your choice of glasses will have a huge impact on both you and your everyday life."

For FREE copies of 'Eye Spy' or for more information about Bausch & Lomb, contact 01748 828781, email [eyespy@bausch.com](mailto:eyespy@bausch.com) or visit [www.bausch.co.uk](http://www.bausch.co.uk).

ENDS

Issued by: Pegasus Public Relations

On behalf of: Bausch & Lomb

Press enquires:

Stephanie Matson / Terri Foster (01903 821550)

[smatson@pegasuspr.co.uk](mailto:smatson@pegasuspr.co.uk) / [tfoster@pegasuspr.co.uk](mailto:tfoster@pegasuspr.co.uk)

## Bausch & Lomb's PreserVision Soft Gels

PreserVision Soft Gels by Bausch & Lomb are high potency antioxidant supplements developed to help with eye health in those susceptible to age-related changes, and may be helpful in treating those diagnosed with AMD.

For further information about Bausch & Lomb's PreserVision, call the PreserVision helpline on 01748 828781 or visit the website – [www.preservision.co.uk](http://www.preservision.co.uk).

PreserVision Original and Lutein Soft Gels and PreserVision tablets are available over the counter at most optometrists and pharmacies, priced at £14.95 (RRP) for 60 Soft Gels. For further information, please visit [www.bausch.co.uk](http://www.bausch.co.uk)

## Bausch & Lomb's OcuVite Lutein

OcuVite Lutein is suitable for those with healthy eyesight who wish to protect the macula and maintain good eye health. OcuVite Lutein is available over the counter at most Boots stores, and pharmacies, priced at £7.49 (RRP) for 30 capsules (one month's supply).

## Bausch & Lomb's Hycosan

Bausch & Lomb's Hycosan is a preservative-free formula designed to soothe and moisturise tired, dry-feeling eyes.

Each one-click, one-drop bottle contains 300 doses in a patented one-way delivery system which allows for safe and effective multiple use, and ensures that the product remains contamination-free for up to 12 weeks after first opening.

The soothing formulation is ideal for those with sensitive eyes and for use with both soft and hard contact lenses.

Hycosan is available from independent pharmacies and opticians, priced £12.99 (RRP) for three months' supply.

## Bausch & Lomb

Bausch & Lomb is the eye health company, dedicated to perfecting vision and enhancing life for consumers worldwide. Its core businesses include soft and rigid gas permeable contact lenses and lens care products, and ophthalmic surgical and pharmaceutical products.

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, New York, and employs approximately 13,000 people throughout its international office network. Its products are available in more than 100 countries.

More information about the Company can be found on the Bausch & Lomb Web site at [www.bausch.com](http://www.bausch.com).