

Header: Official Contest Rules and Regulations

Name: BioTrue Challenge (the "Contest")

1. Prizes:

There are forty (40) Weekly Prizes available to be won at the outset of the Contest each consisting of one (1) \$150.00 CAD Spafinder Wellness 365 Gift Certificate (each, a "Prize")

Prizes must be accepted as described in these rules and cannot be transferred to another person, substituted for another prize, or exchanged in whole or in part, for cash, subject to the provisions set forth elsewhere in these rules. Unclaimed prizes will not be awarded. Limit one (1) Prize per person.

The Sponsors and their associates make no express or implied warranties or conditions of any kind with respect to safety, appearance or performance of any Prize or Prize activity offered.

2. How to Enter:

This Contest starts on April 1, 2015 at 12:00:00 PM ET and ends on May 26, 2015 at 11:59:59 PM ET (the "Contest Period"), at which time no further entries will be accepted.

To enter the BioTrue Challenge (the "Contest"), visit www.biotruechallenge.ca (the "Contest Website") during the Contest Period, click on the "Start" button that corresponds to your answer to the displayed question regarding your usage of contact lenses and then follow the on screen prompts to access the Contest Entry Form (the "Contest Entry Form"). Fully complete the Contest Entry Form, which includes first name, last name, address, telephone number and email address and then click on the "Submit" button and your completed entry will be entered into the next available Prize Draw and all subsequent Prize Draws in the Contest Period. Limit of one (1) Entry per person. NO PURCHASE NECESSARY. Purchase is not required and does not enhance a person's chance of winning.

3. Eligibility:

This Contest is open to all legal residents of Canada, who are over the age of majority in the province or territory in which they reside at the time of entry, except employees (and members of the immediate families and households of such employees) of Bausch & Lomb Canada (the "Sponsor"), and their respective affiliated and associated and related companies, agents, subsidiaries, suppliers, printers, and distributors, franchisees, participating retail stores, and all of their respective affiliates, directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "Releasees") In these Official Rules, "immediate family" means parents, children, siblings and spouse. Entries received after 11:59:59 PM ET on May 26, 2015 will be considered null and void and will not be eligible for the Prize draw. Entries shall be subject to verification and shall be null and void if they are found to not have been submitted in accordance with these Contest rules.

4. How to Win:

Weekly Prize Draw Periods: There are eight (8) Weekly Prize Draw Periods: Beginning 12:00:00 AM ET Wednesday April 1, 2015 to 11:59:59 PM ET Tuesday April 7, 2015 and continuing from 12:00:00 AM ET Wednesday to 11:59:59 PM ET Tuesday (each a "Weekly Prize Draw Period") for all subsequent weeks until the final Weekly Prize Draw Period that begins 12:00:00 AM ET Wednesday May 20, 2015 and ends 11:59:59 PM ET May 26, 2015 for a total of eight (8) Weekly Prize Draw Periods.

Weekly Prize Draws: On each Thursday at 10:00:00 AM ET following the conclusion of any Weekly Prize Draw Period at DMW & Associates at PO Box 650 Station A Etobicoke ON, five (5) entries will be randomly drawn from all eligible entries received and will be eligible to win one (1) of the Weekly Prizes available in the Contest for a total of forty (40) total drawn entries throughout the Contest Period. The odds of your entry being drawn depend on the total number of eligible entries received from the beginning of the Contest Period up until the conclusion of any given Weekly Prize Draw Period. **Limit of one (1) Prize per person.**

Attempts will be made to contact the entrants selected as eligible to win a Prize at the telephone number on their Official Contest Entry Form between 9:00 AM and 5:00 PM ET for a period of seven (7) days from the date which their entry was selected. If an eligible entrant cannot be contacted within the allotted time, he/she is no longer eligible to win a prize and another entrant will be selected and the process of contacting the new entrant will be repeated.

HOW TO CLAIM A PRIZE: Before being declared a winner, and in order to receive a Prize, the potential winner will be required to correctly answer a mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise, and the potential winner must accept the terms of a Declaration and complete a Release and Waiver form **WITHIN SEVEN (7) DAYS FROM THE DATE NOTIFICATION WAS SENT TO THE POTENTIAL WINNER or the Prize will be forfeited, potential winner disqualified and a replacement winner may be selected at the Sponsor's discretion.** The decision of the Official Contest Judges in respect of all matters pertaining to the Contest, including without limitation, eligibility, validity, contents, and/or disqualification of an entry, shall be final and binding without right of appeal. Awarding of Prizes is subject to verification and compliance with these Official Contest Rules.

No communication will be entered into except with the selected entrants. The Sponsor reserves the right to reschedule any Contest draw. No responsibility is assumed by the Sponsor for any inability of a potential entrant to successfully enter any draw for any reason.

5. General Rules

Entrants (i) acknowledge compliance with these Official Rules including all eligibility requirements and, (ii) agree to be bound by the decisions of the Contest Judges, made in their sole discretion, which shall be final and binding in all matters relating to this Contest. Entrants who have not complied with these Official Rules are subject to disqualification.

POTENTIAL WINNERS: If a potential winner is found to be ineligible, declines to accept a Prize, fails to correctly answer a mathematical skill-testing question, or fails to accept, complete and return a Declaration and complete Release and Waiver form, or in the event that a prize confirmation or Prize is returned undeliverable, the potential winner will forfeit entitlement to the Prize, and the Sponsor may randomly select an alternate winner at its sole discretion. Potential winners may be required to furnish proof of identification that may include a driver's license or other form of picture identification. By accepting a Prize, winners consent to the use of their names, municipality of residence, voices, statements relating to the Contest or the Sponsor, and photographs or other likenesses, without further compensation, in any publicity carried out by the Sponsor or any related entities in connection with this Contest, except where prohibited by law.

All decisions regarding this Contest and the selection of the winners remain with the Sponsor and their promotional agency and are final. The decision of the Sponsor in respect of all matters pertaining to the Contest, including without limitation, eligibility, validity, contents, and/or disqualification of an entry, shall be final and legally binding without right of appeal. Awarding of the Prizes is subject to verification and compliance with these Official Contest Rules.

No Prize substitution will be made, except for the right the Sponsor reserves to make a Prize substitution of equivalent or greater value in the event the Prize or any component thereof is unavailable for reasons beyond the control of the Sponsor.

All entries become the property of the Sponsor, who shall have no liability for lost, stolen, late, damaged or misdirected entries. All entries are subject to verification and will be declared invalid if they are ineligible, incomplete, forged, falsified, altered or tampered with in any way. Entrants agree to cooperate with Sponsor or its nominee in any investigation.

If a dispute arises regarding who submitted an online entry, the entry will be deemed to be submitted by the authorized account holder of the email address provided at time of entry. The authorized account holder is defined as the natural person who is assigned to an email address by an Internet access or online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

The Sponsor reserves the right in their sole discretion to terminate the Contest in whole or in part, subject to the approval of the Régie des alcools des courses et des jeux du Québec ("Régie"), without notice, or to modify or suspend the Contest at any time if fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, or communications or any other errors or other causes beyond the control of the Sponsor corrupt the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these Rules.

The Sponsor and the other Releasees are not responsible for any problems that may arise, including but not limited to, technical malfunctions of telephone network lines, computer online systems, servers or providers, computer equipment or software, viruses, bugs, failure of personal computers and/or software and hardware configurations, or failure of any email to be received by the Sponsor or a participant for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof. The Sponsor and the other Releasees are not responsible for damage to a user's system, including software, occasioned by participation in this Contest or downloading any information necessary to participate in this Contest.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. In particular, Sponsor's employees are not authorized to waive, modify or amend any provision or provisions of these Official Rules in any manner whatsoever.

Personal information collected from entrants will be used by the Sponsor solely for the purpose of participation in The BioTrue Challenge and administering the Contest. The Sponsor will not sell, share or otherwise disclose personal information of entrants with third parties without the consent of the entrant, other than to third parties engaged by the Sponsor to fulfill the above purposes or as permitted or required by law. All personal information collected will be treated in accordance with the Sponsor's privacy policy, which can be found at <http://www.bausch.ca/en-ca/reference/privacy-policy/>.

The Sponsor reserves the right to prohibit an entrant from participating in the Contest and/or winning a Prize, if, in the sole discretion of the Sponsor, they determine that the entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception or other unfair playing practices or intending to annoy, abuse or threaten or harass any other entrants or the Sponsor. The Sponsor reserves the right to disqualify any entrant failing to comply with these Official Rules or cooperate in any investigation or inquiry concerning such compliance. Any attempt by an entrant or other individual to deliberately damage any website or to undermine the legitimate

operation of this Contest, including but not limited to any fraudulent claims, is a violation of criminal and civil laws. Should such an attempt be made, the Sponsor reserves the right to seek remedies and damages from any such individual to the fullest extent permitted by law. Participants engaging in any of the foregoing activities may be disqualified and will forfeit any Prizes won. The Sponsor reserves the unfettered right, in their collective discretion, to disqualify any entries that they suspect violate the Official Rules.

The Sponsor has no obligation with respect to printing, distribution, production, prizing or other errors. In the event, due to an error, more than the advertised number of Prizes are claimed, there will be a random draw conducted amongst all eligible Prize claimants to award the correct number of Prizes after the Contest end date, or such other date selected by the Sponsor.

By accepting a Prize in this Contest, the Prize winner agrees to hold the Sponsor, their respective affiliates, subsidiaries, advertising and promotional agencies, their respective directors, officers, employees and assigns, harmless from and against any and all claims and liability arising out of or in any way connected with the operation of this Contest and use of the Prize. The Prize winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest or use or redemption of the Prize. By participating in this Contest, entrants agree to be bound by the Official Contest Rules and Regulations and the decisions of the Sponsor.

PRIZES ARE AWARDED "AS IS" WITHOUT ANY EXPRESS OR IMPLIED REPRESENTATIONS OR WARRANTIES WHATSOEVER BY THE SPONSOR, INCLUDING WITHOUT LIMITATION ANY WARRANTY AS TO MERCHANTABILITY FOR INTENDED PURPOSE.

In the event of any discrepancies between the English language rules and the non-English language rules, the English rules shall prevail.

This Contest is subject to all applicable Federal, Provincial, and Municipal laws. All entries become the property of the Sponsor and no correspondence will be entered into except with selected participants who will be contacted by mail, phone or by email. By entering the Contest, participants consent to the use of their name, address (city and province), testimonial, case study and/or photograph or video, without further compensation or notice, worldwide and in perpetuity, in any and all forms of media, now known or hereafter devised, including the Internet or in any publicity or advertising carried out by the Sponsor relating to the Contest. VOID WHERE PROHIBITED BY LAW.

Except in Quebec, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant, Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Ontario without regard to Ontario conflicts of law principles. All entrants consent to the jurisdiction and venue of the Province of Ontario.

BIOTRUE IS A REGISTERED TRADEMARK OF BAUSCH & LOMB. ALL RIGHTS RESERVED.

SPAFINDER WELLNESS IS A REGISTERED TRADEMARK OF SPAFINDER WELLNESS, INC. AND IS USED ONLY BY PERMISSION.