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## Actress Kate Walsh Teams Up with Eye Care Leader Alcon to Inspire Millions of Dry Eye Sufferers to Make Every Look Count

- **New campaign will highlight Kate Walsh's journey with dry eye and how finding the right solution of Systane helped her reconnect with what matters**
- **Partnership supports the launch of Systane Complete Preservative-Free, the latest addition to Alcon's #1 doctor-recommended over-the-counter dry eye brand portfolio<sup>1</sup>**
- **Robust multimedia campaign drives consumers to find relief from their dry eye symptoms with Systane Complete Preservative-Free**

**FORT WORTH, Texas, April 7, 2022** – Alcon (SIX/NYSE: ALC), the global leader in eye care dedicated to helping people see brilliantly, today announced a partnership with actress Kate Walsh, best known for her roles in *Grey's Anatomy* and *Emily in Paris*, to share her journey with dry eye around the launch of its Systane<sup>®</sup> Complete Preservative-Free Lubricant Eye Drops. As part of the new Make Every Look Count campaign, Walsh will provide her personal testimonial about how her dry eye symptoms have impacted important moments – on- and off-screen – and how finding real relief with Systane has helped her reconnect to what matters most.

“For years, I blamed my tired eyes on the bright lights on set, too much screen time, the need for a new eye prescription and other things. After I learned I had dry eye, I went on a journey to find the right solution because the symptoms caused me to be distracted during important moments – on- and off-set,” said Walsh. “Once I found Systane, I knew I'd found an easy, on-the-go solution for my dry eye symptoms that allowed me to take charge of my day. That's why I'm thrilled to partner with Alcon on the Make Every Look Count campaign and help launch Systane Complete Preservative-Free Lubricant Eye Drops. We hope this campaign will encourage others to find what works for their dry eye symptoms, so they can reconnect with loved ones and the experiences in life that matter most.”

### **Introduction of Systane Complete Preservative-Free Lubricant Eye Drops Expands Alcon's Portfolio of Dry Eye Solutions**

Systane Complete Preservative-Free Lubricant Eye Drops provides eight hours of consistent dry eye symptom relief with just one drop.<sup>2</sup> The formula works to provide all-in-one dry eye symptom relief by hydrating and supporting all layers of the tear film.<sup>3,4,5</sup> Its advanced, nano-droplet technology provides Alcon's best coverage, allowing for fast-acting hydration, tear evaporation protection and long-lasting relief for a patient's eyes.<sup>2,4</sup> The bottle also has a one-way valve to prevent contamination, eliminating the need for preservatives in the eye drops.<sup>6</sup>

"Alcon is thrilled to partner with award-winning actress Kate Walsh for the launch of one of our highly-anticipated dry eye innovations. She's a long-time Systane user, and we are excited to introduce a product designed to closely meet her needs as someone with dry, sensitive eyes," said Sean Clark, General Manager, U.S. Vision Care, Alcon. "The addition of Systane Complete Preservative-Free to our portfolio means we can expand options and deliver real, long-lasting relief to help people see brilliantly at a time when dry eye symptoms are on the rise."

### **Robust Multimedia Campaign Drives Consumers to Find Real Relief for Dry Eye**

A full-scale, multi-channel advertising campaign will run throughout 2022, including organic and paid social content; partnerships with social media influencers detailing their experiences with dry eye; and a drive for consumers to learn more about and try Systane Complete Preservative-Free Lubricant Eye Drops. In celebration of Dry Eye Awareness Month in July, Alcon will partner with an international charitable organization to help communities in need of eye care.

As part of the campaign, Walsh will inspire people experiencing dry eye symptoms to Make Every Look Count with Alcon's newest product innovation.

Systane Complete Preservative-Free Lubricant Eye Drops are available in-store and online at all major retailers.

For more information, visit [Systane.com](https://www.systane.com).

### **Important Information for the Systane Family of Products**

Systane lubricant eye drops have been clinically proven to reduce the symptoms of dry eye, providing fast, long-lasting relief and comfort. Systane is the #1 recommended over-the-counter brand in the dry eye category among Eye Care Professionals.<sup>1</sup> Systane Complete and Systane Complete Preservative-Free provide symptom relief for people who suffer from evaporative dry eye, aqueous tear-deficient dry eye or mixed dry eye. While Systane Ultra is designed for patients with aqueous deficient dry eye, Systane Balance lubricant eye drops are designed specifically for patients with evaporative dry eye associated with meibomian gland dysfunction. Systane Hydration Preservative-Free Lubricant Eye Drops provide long-lasting hydration and restore moisture to dry eyes with HydroBoost Technology.

### **Cautionary Note Regarding Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as: "anticipate," "intend," "commitment," "look forward," "maintain," "plan," "goal," "seek," "believe," "project," "estimate," "expect," "strategy," "future," "likely," "may," "should," "will" and similar references to future periods.

Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations, and assumptions regarding the future of our business, future plans and strategies, and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties and risks that are difficult to predict. Some of these factors are discussed in our filings with the United States Securities and Exchange Commission, including our Form 20-F. In particular, our expectations could be affected by uncertainties regarding the success of our separation and spin-off from Novartis. Should one or more of these uncertainties or risks materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated. Therefore, you should not rely on any of these forward-looking statements.

Forward-looking statements in this press release speak only as of the date of its filing, and we assume no obligation to update forward-looking statements as a result of new information, future events or otherwise.

### **About Alcon**

Alcon helps people see brilliantly. As the global leader in eye care with a heritage spanning over 75 years, we offer the broadest portfolio of products to enhance sight and improve people's lives. Our Surgical and Vision Care products touch the lives of more than 260 million people in over 140 countries each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors. Our more than 24,000 associates are enhancing the quality of life through innovative products, partnerships with Eye Care Professionals and programs that advance access to quality eye care. Learn more at [www.alcon.com](http://www.alcon.com).

### **References**

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### **Connect with us on**



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#### **Investor Relations**

Allen Trang  
+ 41 589 112 110 (Geneva)  
+ 1 817 615 2789 (Fort Worth)  
[investor.relations@alcon.com](mailto:investor.relations@alcon.com)

#### **Media Relations**

Wes Warnock  
+ 41 589 112 111 (Geneva)  
+ 1 817 615 2501 (Fort Worth)  
[globalmedia.relations@alcon.com](mailto:globalmedia.relations@alcon.com)