BAUSCH Health

Medicis Announces Five-Year Aesthetic Collaboration with Mentor

July 02, 2013

LAVAL, Quebec, July 2, 2013 /PRNewswire/ -- Valeant Pharmaceuticals International, Inc. (NYSE: VRX and TSX: VRX) announced that Valeant's Medicis division, a leader in facial injectables and professional skin care, has formed a collaboration with Mentor Worldwide LLC, the U.S. market leader in breast aesthetics, to enter certain of their non-reimbursed products into a combined physician loyalty program. The new program, called the M^{2}VP (Medicis-Mentor Valued Partner) program, extends the offerings of Medicis' recently-launched MVP program to include the MENTOR® line of breast implant products for a five-year term and is for the U.S., subject to any geographical expansion that may be agreed upon by the parties.

The M^{2}VP program offers numerous incentives that reward utilization of various products across the Mentor and Medicis portfolios. Unlike other programs in the space, the M^{2}VP program allows participating members to not only earn points that establish status within the program, but to redeem them for items such as product purchases. In designing the program, Mentor and Medicis sought to address many of the issues that customers felt existed with other programs.

"This will be an extremely valuable program for me," said Dr. Tracy Hankins, a board certified plastic surgeon in Nevada, "I have utilized products from both companies for years and now I can earn valuable rebates and rewards in one easy to understand loyalty program."

"With this program we are providing our customers with opportunities for volume-based cost savings on the products they use and added incentives to try other products from our combined portfolios," said Ryan Weldon, President of Medicis. "We believe that the M^{2}VP program is one of the most comprehensive loyalty programs in the industry and will bring value to all practices, both large and small. The addition of Mentor's breast aesthetic portfolio is truly exciting news for our customers and we are excited about future iterations of the program to come."

About M^{2}VP (Medicis-Mentor Valued Partner) program

For more information, physicians can contact their local Medicis or Mentor sales representative.

About Valeant Pharmaceuticals International, Inc.

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, neurology and branded generics. More information about Valeant Pharmaceuticals International, Inc. can be found at www.valeant.com
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Forward-looking Statements

This press release may contain forward-looking statements, including, but not limited to, statements regarding our expectation to provide customers with added rebates, cost savings and additional benefits and value, that the M^{2}VP program is one of the most comprehensive loyalty

programs in the industry and the possibility and likelihood of future iterations of the M^2VP program. Forward-looking statements may generally be identified by the use of the words "anticipates," "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.

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