Bausch + Lomb's John Ferris on Making Science Approachable





In this episode of Brave Commerce, hosts Rachel Tipograph and Sarah Hofstetter sit down with John Ferris, consumer president at Bausch + Lomb, to discuss how modern consumer behavior is rewriting the rules for legacy brands.

John shares how his team is tackling a core challenge in eye health: consumers value vision deeply, but often don't take action until something is wrong, creating a massive opportunity for education-led growth.

John also breaks down what it means to market in a world where discovery is increasingly shaped by social platforms and AI tools. He explains how Bausch + Lomb is partnering with eye care professionals who show up as credible influencers, and why improving the quality and structure of brand content matters more than ever as chatbots become a go-to source.

The episode closes with a look at how the pharmacy channel is evolving, and how "hidden" in-store friction can quietly shift

demand online in an instant.

Key takeaways:

- Education is a growth lever when consumers delay action until a problem appears.
- Credibility still wins—but only if you make it easy to understand and easy to trust.
- Optimize content for the new discovery layer (AI + social), not just traditional search.
- Reduce friction everywhere, because shoppers will reroute the moment it gets inconvenient.

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