

INVESTING IN THE FUTURE OF EYE CARE: YOU

When Sightbox was founded in 2014, we set our sights high: to create a world where every person has eye care that's simple, easy and optometrist-led. Our entire company is built around that vision—from not dictating which contact lens brands optometrists can prescribe to not limiting ourself to any optometrist network.

It's big thinking in an industry that's in the middle of some major changes in how consumers think and act. Contact lenses have joined nearly every other product in the direct-to-consumer market, further distancing the importance of annual eye exams, (which often already fall to the bottom of the to-do list). And because our vision as a company is so big, we're not just in one or two markets. We are nationwide, connecting people with qualified, top-notch optometrists like you all across the country. It's not a vision we take lightly.

When the opportunity came to be acquired by Johnson & Johnson, a company led by a strong belief in putting the needs and well-being of the people they serve first, we found a partner that shared our vision. Like us, Johnson & Johnson also believes that eye health is crucial to all health. Their goal, like ours, is to keep optometrists in the center of eye care. They fully support us in the work we do,

Which is why none of our practices have changed due to the acquisition. The only thing that's changed is that we now have even more support to make our vision come to life across the country.

So we can spend more time focusing on what really matters: giving your practice referrals, and keeping you in the center of eye care.

Yours in eye health,



Travis Rush
CEO + Founder, Sightbox