

Desio™
COLOR CONTACT LENSES

ATTITUDE COLLECTION

MORE THAN A COLOUR LENS

Premium coloured contact lenses
designed for professional eye care.

Daily • Monthly • Spherical • Toric



Natural Looking Colour
Enhancement



Extensive Prescription
Range



Professional Consultation
Opportunities

LAUNCHING SUMMER 2026

Brought to you by **positive-impact**

ATTITUDE

A PREMIUM OPPORTUNITY

Coloured contact lenses remain a recognised premium category within eye care, yet many practices now offer them only when patients ask.

ATTITUDE coloured contact lenses from Desio provides a fresh opportunity to proactively introduce colour lenses through a professional colour consultation experience that can attract new patients, engage existing wearers, and generate incremental revenue.

Suitable for occasional wear, lifestyle enhancement or everyday confidence, **ATTITUDE** creates new conversations around contact lenses whilst remaining firmly within professional eye care.

THE COLLECTION

DAILY 3 TONE



Precious Grey

Irresistible Blue



Charming Green

Tender Hazel

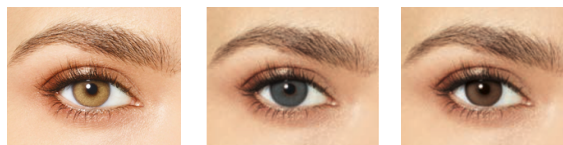
DAILY 2 TONE



Rebel Grey

Romantic Blue

Wild Green



Delicious Honey

Bold Grey

Deep Brown

MONTHLY 3 TONE*



Timeless Grey

Infinity Blue



Forever Green

Eternal Brown

Pack Size	12 LENSES
Practice Price	£16.00
Suggested RRP	£28.00

Pack Size	12 LENSES
Practice Price	£14.65
Suggested RRP	£25.00

Pack Size	2 LENSES
Practice Price	£12.95
Suggested RRP	£34.00

*Quarterly SV & Toric options available

TECHNICAL SPECIFICATIONS

Specification	Daily (2 & 3 Tone)	Monthly (3 Tone)
Material	Polymacon	Hioxifilcon D
Water Content	38%	54%
Diameter (DIA)	14.20 mm	14.20 mm
Base Curve (BC)	8.70 mm	8.60 mm
Power Range	Plano to -6.00D (0.25D steps) -6.50D to -13.00D (0.50D steps) +0.50D to +6.00D (0.25 steps)	-0.50D to -6.00D (0.25 steps) -6.50D to -8.00 (0.50D steps) +0.50D to +4.00D (0.5D steps)

INTRODUCING THE ATTITUDE COLOUR EXPERIENCE

Create an experience - Not just a sale. Offer patients a dedicated colour consultation to explore the ATTITUDE Collection with guidance from your clinical team. By considering their natural eye colour, lifestyle, and desired outcome, you can help every patient leave with a look they love - and the confidence that comes from professional advice. This approach elevates coloured contact lenses from an impulse purchase to a premium, practice-led service, helping differentiate your practice while creating additional revenue opportunities.



DISCOVER

Explore eye colours with professional guidance on eye colour, lifestyle and desired outcome.



EXPERIENCE

Trial up to three colours during a dedicated appointment.



CHOOSE

Select a preferred look and progress to purchase with professional support and aftercare.

The Colour Experience is designed purely around colour selection and professional advice. Any fitting, prescription verification, teaching or aftercare remains within the practice's normal contact lens pathway.

ENCOURAGE CONVERSION

Many practices charge approximately £45 for a colour consultation, which includes up to six trial lenses. This reflects the professional expertise and personalised guidance provided. Some offset the fee against a purchase, while others retain it as a consultation fee. **A consultation fee helps protect valuable appointment time by encouraging bookings from patients who are genuinely committed to exploring coloured contact lenses.**

ATTITUDE MORE THAN A COLOUR LENS

- ✓ Premium Colour Lens Collection
- ✓ New Patient Conversations
- ✓ Younger Patient Engagement
- ✓ Incremental Contact Lens Sales
- ✓ Repeat Purchase Opportunities
- ✓ Professional Consultation Revenue
- ✓ Extensive Prescription Availability
- ✓ Toric Options



CONSULTATION COLLECTIONS*

STARTER COLLECTION

72 Trial lenses
6 Most Popular Daily Lens Colours

£60



RECOMMENDED LAUNCH OPTION

ONE DAY COLLECTION

180 Trial Lenses
All Daily Lens Colours

£150



FULL COLLECTION

Daily & Monthly Collections
168 Trial Lenses
All Daily & All Monthly Colours

£300



*Trial lens collections are supplied in plano

WHY THE ONE DAY COLLECTION WORKS

180

Trial Lenses

Up to

6

Lenses per
Consultation

Approx.

30

Colour
Experiences

£45

Per
Consultation

£1350

Potential Consultation Revenue
before any subsequent lens
purchases.

Explore the
Collection



Contact us



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by

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