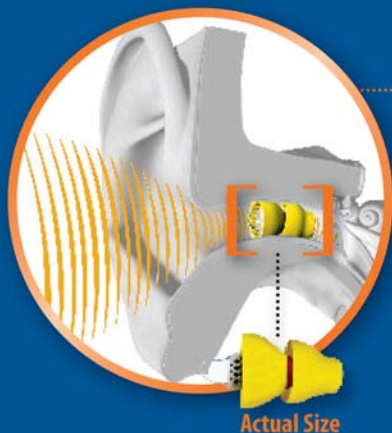


The world's first  
**100% INVISIBLE,  
EXTENDED WEAR**  
hearing device



Actual Size



**Lyric**

Invisible. Effortless. 24/7.

Lyric® has “overcome many of the problems associated  
with traditional hearing aids.” *—The New York Times, 4/15/08*

**94%** of Lyric users  
are more satisfied  
with Lyric than their  
previous aids\*



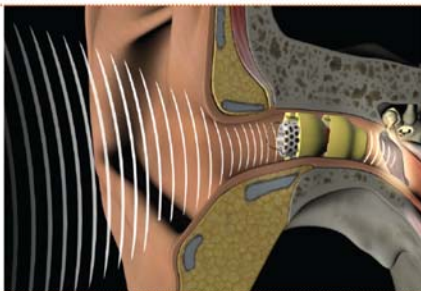
Based on a combination of results from three surveys totaling 86 patients who had worn Lyric for at least 30 days.

## DISCOVER LYRIC HEARING

**Now you can look like yourself – while hearing a whole lot better**

Lyric Hearing is the breakthrough you've been waiting for: the first 100% invisible extended wear hearing solution. Unlike a traditional daily wear hearing aid, Lyric is worn 24 hours a day, seven days a week, for months at a time.\* With no surgery or anesthesia needed, Lyric is placed in the “Acoustic Sweet Spot™” of your ear canal, where it uses the ear’s natural anatomy to minimize background noise and provide clear, natural sound quality.

Hear better and live life to the fullest. Forget the daily hassles of wearing a traditional hearing aid. Now there is Lyric Hearing.



\*Lyric can be worn for up to 120 days at a time.



**SHOWERING**



**EXERCISING**



**SLEEPING**

Lyric is water resistant, not waterproof. For more information contact your Lyric trained hearing professional.



## **EFFORTLESS HEARING, 24/7**

### **Lyric lets you forget the daily hassles of traditional hearing aids**

Lyric is worn 24 hours a day, seven days a week, for months at a time. You can wear Lyric during your daily activities – such as sleeping, showering, exercising, using headphones and talking on the phone. There are no batteries to change, no maintenance is needed and no daily insertion is required.

Simply visit your Lyric trained professional as needed\* to replace your devices and receive the latest Lyric technology. Lyric is the hearing solution that lets you live your life day to day without constantly being reminded of your hearing loss.

\*Patients should expect to return to their professional's office for approximately five 10-minute replacement visits per year. Individual needs may vary.

## NATURAL SOUND QUALITY

**Lyric is designed to take advantage of your ear's anatomy**

Lyric is placed just millimeters from your eardrum, in your “Acoustic Sweet Spot.” This placement allows your ear’s own anatomy to funnel sound naturally toward the Lyric device. Sound is then amplified close to the eardrum, resulting in natural sound quality and minimized background noise.



A recent survey of Lyric wearers found that:

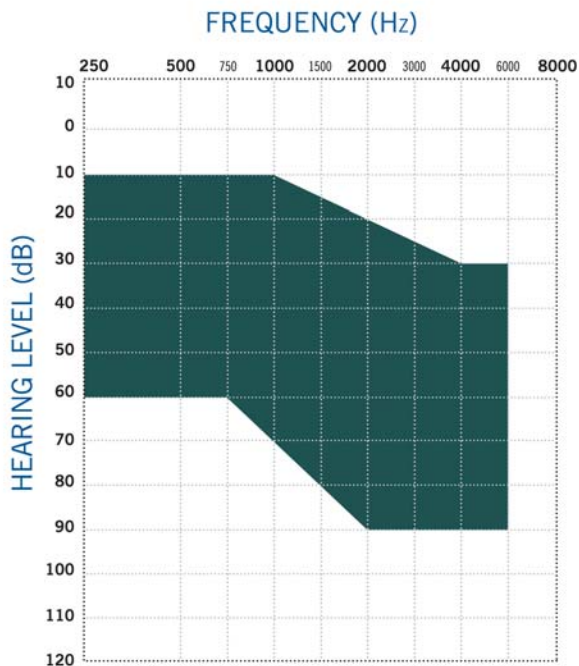
- 95% of Lyric users prefer Lyric sound quality to their previous aids\*
- 93% of Lyric users report that they hear more clearly with Lyric than with prior hearing aids\*\*
- 90% of Lyric users agree that Lyric sound quality is more natural than their prior traditional hearing aid\*\*

\* Based on a combination of results from three surveys totaling 86 patients who had worn Lyric for at least 30 days

\*\* Based on a telephone survey of 67 patients who have worn Lyric for at least 30 days

## LYRIC FITTING RANGE

Lyric is appropriate for people with mild to moderately-severe hearing loss. Your Lyric trained hearing professional will assess your hearing, your ear size and shape, and your medical conditions to determine if Lyric is right for you.



## 100% INVISIBLE

**No one will know why you're hearing better except you**

Unlike traditional hearing aids, Lyric is placed entirely inside the ear canal, making it totally invisible. Lyric allows you to enjoy the benefits of better hearing without anyone ever knowing you're using a hearing device.





## HOW DOES LYRIC WORK?

Lyric is comfortably placed in your ear canal during a routine visit to your Lyric trained hearing professional. Its exterior is made of a soft material specifically designed to contour to your ear canal. Your Lyric hearing professional will ensure your Lyric devices are fit and adjusted specially to your individual hearing needs.

When you purchase your Lyric devices you will receive the SoundLync® adjustment tool. The SoundLync adjustment tool holds a small black magnet that functions like a remote control to change the volume on your Lyric. Inside the magnet is a self-removal tool that can be used to safely remove Lyric from your ear if required.

The SoundLync can be used as a keychain so you can take it with you wherever you go.

### SOUNDLYNC ADJUSTMENT TOOL





## WHAT PATIENTS ARE SAYING ABOUT LYRIC

*“Restaurants used to be a huge problem and we eat out a lot. You get a lot of background noise and cross talk. I don’t have that problem anymore. Wearing Lyric is so natural that you forget you have them in.”*

**– Dave, Lyric Wearer**

*“Activities that I have been doing actually were a reason for getting a hearing aid in the first place. I had just started yoga for the first time in my life, I turn Lyric up to the full volume and I hear everything the teacher says. I don’t have to worry about sweat, and it feels natural.”*

**– Jim, Lyric Wearer**

Lyric is water resistant, not waterproof. For more information contact your Lyric trained hearing professional.  
Lyric is not appropriate for all patients. See your Lyric hearing professional to determine if Lyric is right for you.

*“Showering is not a problem, traveling is not a problem, being on an airplane is not a problem which I was worried about because I travel and Lyric has been fantastic. It’s very adjustable to my lifestyle and to what I do.”*

**– Stu, Lyric Wearer**

*“It really is important to me not to have unsightly hearing aids. I didn’t think about that in the beginning, I was accustomed to wearing them and it didn’t bother me. It’s so much nicer not to have them now and I would not like to have to go back to having hearing aids that show – no one needs to know I have them.”*

**– Dale, Lyric Wearer**

## **FIND OUT IF LYRIC IS RIGHT FOR YOU**

Visit **[www.lyrichearing.com](http://www.lyrichearing.com)** or call **1.866.794.8970**  
for more information and to find a Lyric provider near you

Get a Lyric in your life!



insound  
MEDICAL

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[www.lyrichearing.com](http://www.lyrichearing.com)

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