

Media Release

Phonak Celebrates Better Hearing & Speech Month with Custom-Made Serenity Choice™ Plus Hearing Protection

Expanded portfolio helps professionals deliver full spectrum of hearing healthcare by focusing on hearing loss prevention

Stäfa, Switzerland, May 11, 2021 – [Phonak](#), a leading global provider of life-changing hearing solutions, is celebrating Better Hearing & Speech Month by announcing Serenity Choice Plus custom-made hearing protection. With Serenity Choice Plus, hearing care professionals can offer their patients the same high-quality and innovative filter technology found in original ready-to-wear Serenity Choice hearing protection with the added benefits that come with a custom-made device.

- **Custom-made fit** – available in mini and full concha size with the option of silicone and acrylic
- **Optimal noise protection** – guarantees a consistent level of attenuation while keeping relevant sound and speech
- **Lets the ear breathe** – breathable filters include washers with mesh and membrane to allow air to flow in and out
- **Verifiable Performance** – acoustic leakage tester ensures the correct attenuation and verifies if the earpiece seals properly



“The introduction of Phonak’s consumer hearing protection line of Serenity Choice Plus demonstrates our commitment to provide life-changing solutions that not only detect and treat hearing loss, but also help prevent it,” says Jon Billings, Vice President of Phonak Marketing. “With Serenity Choice Plus, we hope to change the conversation about hearing health as a purely reactive topic you deal with after you’ve experienced hearing loss to the importance of proactive hearing care as a vital component of well-being.”

A half ounce of prevention

During Better Hearing & Speech Month, Serenity Choice Plus supports Phonak’s “Well-Hearing is Well-Being” commitment by recognizing that hearing loss prevention is a critical part of healthy hearing. In fact, the [U.S. National Institute on Deafness and Other Communication Disorders¹](#) states that long or repeated exposure to sounds at or above 85 dBA, including hunting/shooting, lawnmowers or leaf blowers, and loud motorcycle engines can cause noise-induced hearing loss.

A choice for every lifestyle

Serenity Choice Plus is the first custom-made consumer hearing protection product from the Phonak brand. While best known for its leading innovations in the area of hearing aids, Phonak has been a trusted name in professional hearing protection for decades. The expanded portfolio includes six products across various

consumer applications for hearing protection and comfort, including sports, music, sleep, flying, hunting/shooting, and work with bespoke ready-to-wear and now custom solutions for each life situation.



6 applications: Hunting & Shooting, Sleep, Comfort, Motorsport, Music, Work
Packaging size: 97 x 63 x 40 mm

Phonak Serenity Choice Plus will be available via select licensed hearing care professionals in [MARKET] beginning [DATE].

References

1. <https://www.nidcd.nih.gov/health/noise-induced-hearing-loss>

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About Phonak

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, was created in 1947 out of a passion for taking on the most difficult hearing challenges. Seventy years later, this passion remains. As the industry's leading innovator, we offer the broadest portfolio of life-changing hearing solutions. From pediatric to profound hearing loss, we remain committed to creating hearing solutions that change people's lives to thrive socially and emotionally. We believe in creating a world where 'Life is on' for everyone.

At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we have remained true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. **Life is on.**