



# Phonak Serenity Choice™

## Online content guide

A Sonova brand

**PHONAK**  
life is on

# Content

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# Landing page



# Damage or joy?



Try the high-end hearing protection from  
the hearing care specialist  
**Phonak Serenity Choice™**



sc\_banner\_music.jpg

Your hearing is a valuable commodity and hearing well goes beyond just the ability to hear. It is tied to your social-emotional, cognitive and physical well-being. However, once damage has been done to the auditory system, it could be irreparable. So, it is essential for you – and your friends and family – to take care of your hearing before the damage is done.

## What makes Phonak Serenity Choice the smart choice?

This line of high-end, in-the-ear hearing protection devices is designed to reduce the impact of noise-induced hearing loss. The 100% acoustically-tested filters cancel noise and block out loud sound, while keeping ears ventilated for comfort and to reduce moisture. The hearing protection devices are made from TPE, medical-grade, hypoallergenic material, which has some antibacterial properties, unlike silicone. Plus, they can be worn multiple times.



Cancels noise and  
loud sound



Lets the ear breathe



Keeps relevant sound  
and speech



4 types of 100%  
acoustically tested  
hearing protection

Speak to our team and find your Serenity Choice

## Find the right hearing protection for your lifestyle

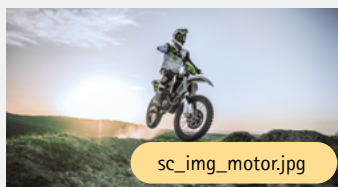


sc\_img\_music.jpg



### Music

Lose none of the original sound; Serenity Choice Music filters provide full frequency, enjoyable audio reduced to safe listening levels.

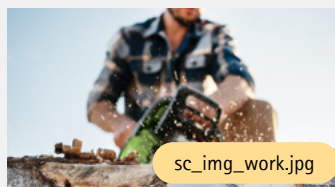


sc\_img\_motor.jpg



### Motorsport

Serenity Choice Motorsport protects against helmet-generated noise, reducing it to safe levels yet still allowing speech to be heard from intercom speakers.

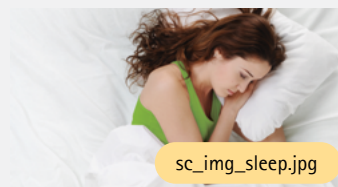


sc\_img\_work.jpg



### Work

Serenity Choice Work is designed for noisy working environments such as machine shops, farming, road building and construction.



sc\_img\_sleep.jpg



### Sleep

Serenity Choice Sleep reduces the sound level by 22 dB, eliminating or reducing sound to a non-intrusive level.

# Social media

# Facebook











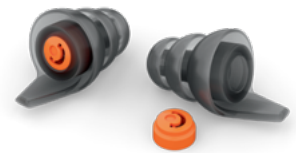
Image	Copy
	<p>There are many ways to protect your hearing, but we have a solution which doesn't block the sound that matters. Phonak Serenity Choice from the hearing care specialist, is the only intelligent in-the-ear hearing protection against any individual noise or loud sound. Find out more at [URL]</p> <p>#phonak #serenitychoice</p>
	<p>Frequently exposed to noise and loud sound? Try the latest high-quality hearing protection, Phonak Serenity Choice. With a patented filter technology that cancels noise and loud sound, you can continue to hear surrounding sound and speech while wearing the earplugs comfortably. Find out more at [URL]</p> <p>#phonak #serenitychoice</p>
Music	
	<p>Music levels at concerts generally exceed the safe limit of 85 dB, which may inflict irreversible hearing damage. Serenity Choice Music reduces the level of sound by 17 dB making music as loud as 102 dB safe to listen to for up to 8 hours. Find out more at [URL]</p> <p>#phonak #serenitychoice #music</p>
	<p>Enjoy music without damaging your hearing! Designed specifically for musicians or concert goers, the new @Phonak Serenity Choice Music reduces the impact of noise-induced hearing loss. Great for listening to or producing music - you lose none of the original sound. It simply brings sound down to a safe level, making Serenity Choice Music the best quality universal ear tips on the market.</p> <p>#phonak #serenitychoice #music</p>
Motorsport	
	<p>Did you know that noise levels in a motorcycle helmet at 100 kmh are typically 95-105 dB? This is far above the safe noise exposure level of 85 dB, meaning you have between 15 minutes and 2 hours of riding before you risk tinnitus or other noise-induced hearing loss symptoms. Serenity Choice Motorsport reduces wind noise down to safe levels, which means you can concentrate more on the road. Find out more at [URL]</p> <p>#phonak #serenitychoice #motorsport</p>
	<p>Love life on the fast track, but worried about damaging your hearing? The new @Phonak Serenity Choice Motorsport cancels loud noise from motorcycles and sports cars, while keeping relevant sound and speech. 100% acoustically-tested filters keep ears ventilated for comfort. What are you waiting for? Take charge of your hearing health today!</p> <p>#phonak #serenitychoice #motorsport</p>

Image	Copy
Work	
	<p>Serenity Choice Work are hearing protection devices designed as Personal Protection Equipment for noisy working environments. These reusable, universal-fit devices can be used in any situation where health and safety requires the use of hearing protection i.e. where noise levels are above the safe limit of 85 dB, as they reduce the sound level by 24 dB, making it safe for 8 hours' continuous use in any environment up to 109 dB. Find out more at [URL]</p> <p>#phonak #serenitychoice #work</p>
	<p>If you work in a machine shop, construction site or other noisy environment, protecting your hearing should be part of your on-site gear. The new @Phonak Serenity Choice Work is designed to reduce the sound level by 24 dB. This makes it safe for 8 hours of continuous use in any environment up to 109 dB. You can also combine this hearing protection with earmuffs in very loud situations where double protection is a requirement.</p> <p>#phonak #serenitychoice #work</p>
Sleep	
	<p>A moderate snorer reaches 50-60 dB, whilst severe snoring can hit 90 dB. To put that in perspective, a car horn is around 90 dB! Serenity Choice Sleep reduces the sound level by 24 dB, eliminating or reducing sound to a non-intrusive level. Find out more at [URL]</p> <p>#phonak #serenitychoice #sleep</p>
	<p>Are you a light sleeper, have a spouse who snores or maybe you know someone who lives in a congested area and finds it difficult to sleep? The new @Phonak Serenity Choice Sleep is designed to reduce the sound level of snoring by 22 dB, eliminating or reducing sound to a non-intrusive level, while still allowing air to enter the ear. The 100% acoustically-tested filters cancel noise and block loud sounds, while keeping ears ventilated for comfort. After the first night, you'll wonder why you didn't use them sooner.</p> <p>#phonak #serenitychoice #sleep</p>

# Introducing Phonak Serenity Choice™

## Facebook marketing tips



Here are some Facebook tips that can save you time when posting:

Pin a post to the top of your Facebook page to feature a consistent message. The post you pin will permanently remain at the top of your page (until you decide to unpin it).

### How to pin a post to the top of a Facebook page?

1. Go to the post on your page's timeline
2. Click the top right of the post
3. Select Pin to Top of Page

### Save time by scheduling multiple posts at one time. To schedule a post:

1. Go to your page.
2. Click **Publishing Tools** in the left column
3. Click **+ Create** in the top right
4. Create your post
5. Click **Share Now** and select **Schedule**
6. Below **Publication**, select the date and time when you want the post to publish and click **Schedule**

### Looking for additional support?

Our marketing team is ready to help! Contact us via [marketing@phonak.com.au](mailto:marketing@phonak.com.au)