

Phonak Serenity Choice™

FAQ

Product

What is Phonak Serenity Choice?

Phonak Serenity Choice is a high-end hearing protection from the hearing care specialist.

What does it do?

Phonak Serenity Choice cancels noise and loud sounds with specific solutions for individual situations. It keeps relevant sound and speech with patented filter technology that allows for natural hearing, situational awareness and communication. In addition, it provides optimum comfort with durable thermoplastic elastomer plugs and filters that allow ventilation of the ear to prevent a build-up of excess moisture.

How many different models are available?

There are currently 4 Phonak Serenity Choice models available:

Application	Description
Music	<p>Phonak Serenity Choice Music is composed of high-end hearing protection devices designed to reduce the impact of noise-induced hearing loss. This product is perfect for listening to or producing music, as none of the original sound is lost.</p> <p>As Class 2 hearing protection devices (SLC80), Phonak Serenity Choice Music KM20 ear plugs provide up to 14 dB of attenuation and can be used to provide safe listening for 8 hours in situations up to 95 dB SPL(A).</p>
Motorsport	<p>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.</p> <p>As Class 4 hearing protection devices (SLC80), Phonak Serenity Choice Motorsport KI25 ear plugs provide up to 22 dB of attenuation and can be used to provide safe listening for 8 hours in situations up to 105 dB SPL(A).</p>
Sleep	<p>Phonak Serenity Choice Sleep is designed to reduce the sound level of snoring and other unwanted sounds at night while still allowing air to enter the ear. The filters cancel noise and block loud sounds, while keeping ears ventilated for comfort.</p> <p>As Class 4 hearing protection devices (SLC80), Phonak Serenity Choice Sleep KI25 ear plugs provide up to 22 dB of attenuation and can be used to provide safe listening for 8 hours in situations up to 105 dB SPL(A).</p>
Work	<p>Phonak Serenity Choice Work is designed to provide safe listening in work situations and can be used in conjunction with ear muffs for additional attenuation in very loud situations where double protection is a requirement.</p> <p>As Class 4 hearing protection devices (SLC80), Phonak Serenity Choice Motorsport KI25 ear plugs provide up to 22 dB of attenuation and can be used to provide safe listening for 8 hours in situations up to 105 dB SPL(A).</p>

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What comes in each Serenity Choice box?

The Serenity Choice packaging contains the following items:

- 2 x universal ear plugs in S, M and L size
- 2 x acoustic filters providing the appropriate dB damping
- Aluminium key ring carrying case
- User guide

How many sizes of earplugs are available?

The thermoplastic elastomer earplugs come in 4 sizes (S, M, L, XL). Three are included in the box and the XL can be obtained from Phonak on request.

What are the key selling points for Serenity Choice?

- Provide hearing protection from a brand you know and trust
- Best-in-class noise attenuation and sound quality
- Unique, patented product design, with filters for each occasion
- Thermoplastic elastomer plugs to provide optimum comfort and durability
- Economical pricing to enhance affordability
- Efficient delivery model means rapid or immediate order fulfillment for consumers

What is the cost per pair for the Phonak Serenity Choice hearing protection devices?

Application	List Price*
Phonak Serenity Choice Music	\$45.00
Phonak Serenity Choice Motorsport	\$20.00
Phonak Serenity Choice Work	\$20.00
Phonak Serenity Choice Sleep	\$20.00

* Plus GST. No discounts.

Is there a warranty associated with Serenity Choice?

Yes, all Serenity Choice models come with a 2-year warranty. We advise keeping your invoice as proof of purchase as these are not serialised items. Return for credit is not permitted.

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Business

How large is the hearing protection market?

Amid the COVID-19 crisis, the global market for Hearing Protection Devices estimated at US\$1.5 Billion in the year 2020, is projected to reach a revised size of US\$3.1 Billion by 2027, growing at a CAGR of 11.1% over the analysis period 2020-2027. Earplugs alone are expected to reach US\$2.1 Billion by the end of the analysis period.

[Source: [Global Hearing Protection Devices Industry Report](#)]

Why is Serenity Choice a good option for my business?

You can use Phonak Serenity Choice, the hearing protection solution from the top hearing care brand, as a way to access a large market with projected ongoing annual growth. Serenity Choice has economical pricing to enhance affordability and an efficient delivery model, which means rapid or immediate order fulfillment for consumers.

What type of use cases exist for Serenity Choice?

For clients with no loss or a mild loss, you can discuss test results, review lifestyle and intake questionnaires, counsel on importance of hearing loss prevention and recommend a Serenity Choice product. Reinforce that it's a small investment to maintain their current level of hearing.

It is also an opportunity to incorporate hearing loss prevention into everyday conversation. You can advertise in your office with posters or a display and use social media to drive awareness of your clinic's focus on all hearing healthcare. Remember to network with businesses in your community, too.

What is the best way to get started?

The best way is to order a Phonak Serenity Choice starter kit that includes a POS display and 12 sets of hearing protection. There are two kits available which come fully packaged, ready to sell.

Contents are detailed below:

Part No	Description	Contents	Price*
108-3100	Serenity Choice Starter Kit	4 x Serenity Choice Work KI25 4 x Serenity Choice Music KM20 2 x Serenity Choice Sleep KI25 2 x Serenity Choice Motorsport KI25	\$340.00
027-5097	Serenity Choice Starter Kit 2	4 x Serenity Choice Sleep KI25 4 x Serenity Choice Motorsport KI25 2 x Serenity Choice Work KI25 2 x Serenity Choice Music KM20	\$290.00

* Plus GST. No discounts.



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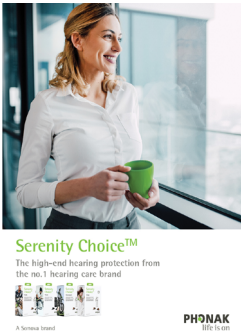

Marketing

Do you have other marketing materials available?

Yes, Phonak can provide consumer brochures and posters to use in your clinic (see below).

Please email orders@phonak.com with the details below should you wish to order.

We also have a website content kit and social media assets that can be downloaded [here](#).

Serenity Choice consumer brochure	Serenity Choice clinic poster
 The image shows a consumer brochure for Serenity Choice. It features a photograph of a smiling woman in a white shirt holding a green mug. Below the photo, the text reads: "Serenity Choice™ The high-end hearing protection from the no.1 hearing care brand". At the bottom, there is a small image of the hearing protection device and the Phonak logo with the tagline "life is on".	 The image shows a clinic poster for Serenity Choice. It features the text "Damage or joy?" in a large font. To the left are images of speakers, and to the right is a photo of a man playing a guitar. Below the main text, it says "Try the high-end hearing protection from the hearing care specialist" and shows a small image of the hearing protection device. At the bottom, it reads "Phonak Serenity Choice™" and "Phonak life is on".
Min order: 25	Max order: 2
Part no: 028-2255-02	Part no: 028-2182-02

Ordering

How do I order Phonak Serenity Choice?

Devices and most associated materials can be ordered through the online [Phonak Store](#). Alternatively, you can email your completed [Serenity Choice order form](#) to orders@phonak.com.au

Can I reuse the POS display from the Starter Kit?

Yes, the starter kit POS is a great way to showcase your stock to your clients. You can refill the POS with the best-selling or most relevant hearing protection choice for your clinic.