

# Phonak Serenity Choice Hearing Protection.



# A world full of noise and loud sound

**1.1 billion<sup>1</sup>**

people are estimated to be at risk of noise induced hearing loss around the world



<sup>1</sup> World Health Organization (2021). World Report on Hearing. Retrieved from <https://www.who.int/publications/i/item/world-report-on-hearing>, accessed June, 2022.

# How loud is too loud?

70% of people exposed to loud noise never or seldom wear hearing protection<sup>3</sup>

Decibels	
0	Silence
10	Whisper
20	Leaves rustling
30	Running dishwasher
40	Moderate rainfall
50	Air conditioning
60	Normal conversation
70	Medium iPod volume
80	Airplane cabin
90	Hair dryer
100	Motorsport
110	Chainsaw
120	Rock concert
130	Jackhammer
140	Gun shot

## Excessive exposure to levels above 85 db can cause hearing damage

Whether brief or prolonged, loud sounds can fatigue the sensory hair cells in the ears. This may lead to temporary hearing loss or tinnitus. If the noise level exceeds safe limits, it can cause permanent damage, resulting in irreversible hearing loss.



<sup>3</sup> Centers for Disease Control and Prevention (2020). Vital Signs – Too loud! For too long!. Retrieved from <https://www.cdc.gov/vitalsigns/hearingloss/index.html>, accessed on March 12th, 2021.

# Don't mute the world, simply filter the noise

## Cancels noise and loud sound

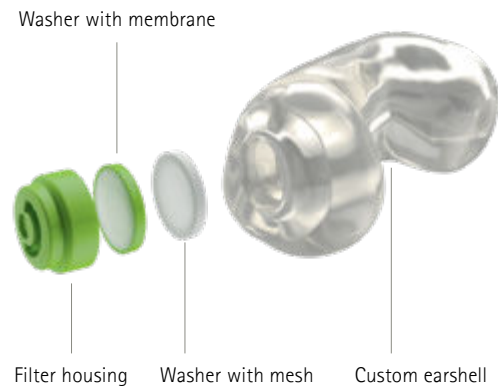
Phonak Serenity Choice™ cancels noise and loud sounds with products between Grades 2-5 (AUS/NZ standard)\*.

## Lets the ear breathe

Phonak Serenity Choice™ lets the ear breathe by ventilating the ear to prevent a build up of excess moisture.

## Keeps relevant sound and speech

Phonak Serenity Choice™ keeps relevant sound and speech and therefore allows situational awareness and communication.



## Phonak Serenity Choice™ Plus

Custom made hearing protection for regular use



Custom earplugs with different filters for each application; individually sculpted for a perfect fit and maximum hearing protection.

Available in two materials (silicone and acrylic) and two size options (Full Concha and Mini).

## Phonak Serenity Choice™

Universal hearing protection for occasional use



These protective earplugs come in three standard sizes (S, M, L), two acoustic filters and a carrying case. Different filters available for each application

\* The Phonak Serenity Choice Plus custom Shooting & Hunting plug is not certified to the AUS/NZ standard, rather, it has been tested to IPIL standards for impulse noise. The custom Sleep and Swim plugs are not designed to deliver hearing protection, rather comfort during these activities.

# How to choose a Serenity Choice product



## Step 1

### Consider the application

#### Music

- Concerts, open air, festivals, events
- Musicians, DJs, Gig performers

#### Work

- Do it yourself, gardening
- Industry, factory, farming
- Road building, construction

#### Shooting & Hunting

- Shooting sports, hunting
- Impulse noise

#### Motorsports

- Motorsport activities
- Racing events

#### Fly/Travel

- Airplanes, public transports

#### Comfort

- Open spaces, coworking office
- Schools, universities

#### Sleep

- Snoring
- Traffic, street, construction noise

#### Swim

- Swimmers, surfers, water sports



## Step 2

### Universal or custom

#### Universal

Serenity Choice hearing protection are great introductory products for occasional use; available in 8 applications.

#### Custom

Serenity Choice Plus hearing protection is ideal for those with a more consistent need for hearing protection and where fit/comfort is an important consideration. Serenity Choice Plus also offers a variety of filter options with varying degrees of protection.



## Step 3

### Choose level of protection

#### Applicable to Serenity Choice Plus custom products only.

In order to choose the most appropriate filter/attenuation level, consider the following factors:


- The level of noise exposure
- Whether communication is also needed
- Duration of noise exposure














**For example** - A Sound Engineer is exposed to loud music for 3-4 hours per day. We know that to make it safe, the max level of sound you can be exposed to for 4 hours is 88 dBA. To be in this environment for 4 hours, they will need 12 dB of protection. The Serenity Choice Plus with a KM15 filter would be plenty; however, if they stay in the environment for longer, then they would need more protection.



# Phonak Serenity Choice

## Product overview



	Filter	Level of Protection	Universal hearing protection	Custom made "Full Concha"	Custom made "Mini"
Music		Low KM15	n/a	n/a	Silicon Acrylic
		Medium KM20	•		
		High KM25	n/a		
Shooting & Hunting		High (impulse) KIM	•	Silicon Acrylic	Silicon Acrylic
Motorsport		Medium KI20	n/a	n/a	Silicon
		High KI25	•		
Work		Medium KI20	n/a	Silicon Acrylic	Silicon Acrylic
		High KI25	•		
		Max KI30	n/a		
Comfort		Low KM10 Universal: KR15	•	n/a	Silicon
Sleep		High Custom: No filter, sealed Universal: KI25	•	n/a	Silicon
Fly & Travel		Low KM15	•	Silicon Acrylic	Silicon Acrylic
Swim		Water KR5	•	Silicon	n/a

## Colour options and more

### Silicon colour options:

-  Clear
-  Black
-  Blue opaque
-  Red opaque
-  Orange opaque
-  Green opaque
-  Yellow opaque

### Acrylic colour options:

-  Clear
-  Black
-  Blue (L) / Red (R)

### Sleep plugs colour options:

-  Blue transparent
-  Yellow transparent
-  Clear transparent
-  Green transparent
-  Red transparent

### Swim plugs colour options:

-  Dark Blue
-  Dark Red
-  Fluorescent Green
-  Fluorescent Yellow
-  Skin colour
-  Light Blue

### Other options available:

Removal line, extended removal line, cord with safety break (except for Swim and Sleep), metal detection (only for Work and Music)

# Details and attenuation overview

## Custom – Mean attenuation CE and ANSI<sup>1</sup>

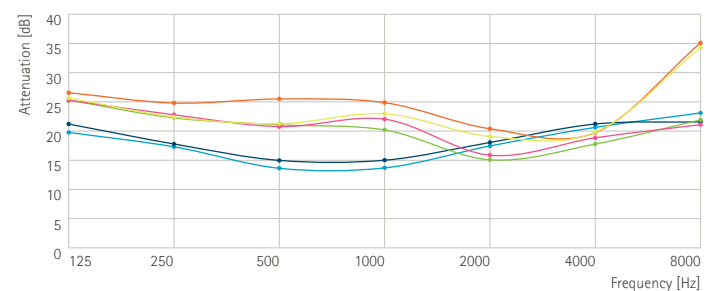
### Music

Serenity Choice Music offers discreet and comfortable hearing protection without compromising sound quality. Featuring an innovative acoustic mesh and membrane filter, it evenly reduces sound levels across both low and high frequencies. You can enjoy crystal-clear, high-fidelity music at a safe and comfortable volume for hours.

Sound reduction: ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Music quality: ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

### Serenity Choice™ Plus Music



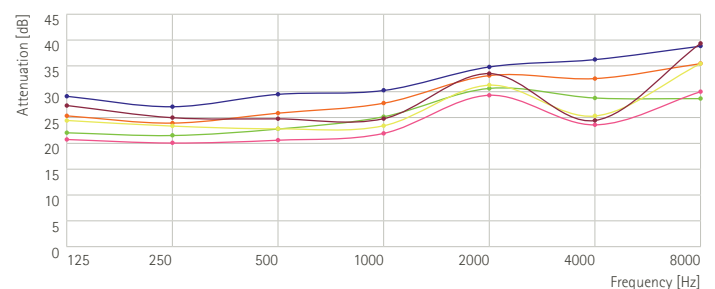
### Work

Serenity Choice Work earplugs are the ideal personal protection equipment for noisy work environments. Designed to filter harmful sound levels (80-100 dB), they provide effective hearing protection while remaining comfortable for up to 8 hours of continuous use. With a snug fit and natural ear ventilation, they ensure all-day comfort without compromising safety.

Sound reduction: ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Situational Awareness: ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

### Serenity Choice™ Plus Work





Motorsport

Serenity Choice Motorsport earplugs are specially designed for motorcyclists, reducing engine, wind, and helmet noise to safe levels. At speeds of 100 km/h, noise inside a helmet can reach 95-105 dB, putting your hearing at risk in as little as 15 minutes. The filters lower harmful noise while still allowing clear speech through intercoms. Comfortable and secure, they're perfect for all-day rides or to assist motorsport events.

Sound reduction:

Situational Awareness:

Shooting & Hunting

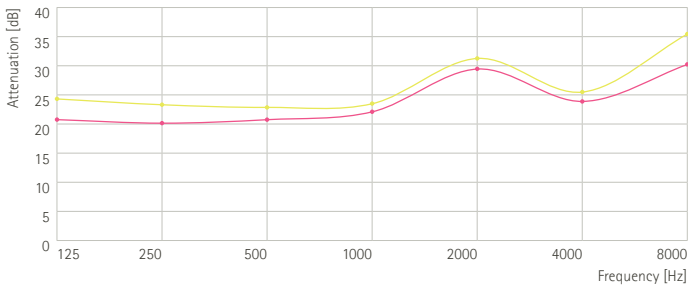
Designed to differentiate sound levels, the Shooting & Hunting impulse filter ensures you hear essential environmental sounds—like rustling leaves or breaking twigs. When a gunshot is fired, your ears are protected from harmful peak sound pressure, keeping you safe without compromising awareness.

For impact noises like gunfire, Impulse Peak Insertion Loss (IPIL) is a more accurate measure than the traditional SNR/NRR ratings. IPIL evaluates how effectively hearing protection attenuates high-level impulse noise at multiple decibel levels.

Sound reduction:

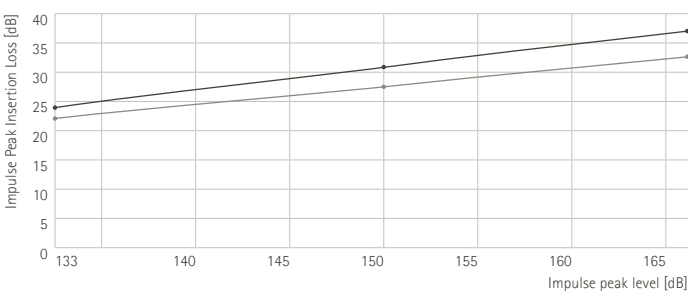
Peak sound reduction:

Serenity Choice™ Plus Motorsport



Filter	Material	Frequency [Hz]	125	250	500	1000	2000	4000	8000	NRR	SNR
KI20	• Silicone	Attenuation [dB]	20.8	20.2	20.8	22.1	29.4	23.9	30.2	16	22
KI25	• Silicone	Attenuation [dB]	24.3	23.3	22.8	23.5	31.3	25.5	35.5	17	25

Serenity Choice™ Plus Shooting & Hunting



Filter	Material	Impulse peak level [dB]	133	150	166
KIM9	• Silicone	Impulse Peak Insertion Loss (IPIL)	22.1	27.8	32.4
KIM9	• Acrylic	Impulse Peak Insertion Loss (IPIL)	24	31.2	36.7

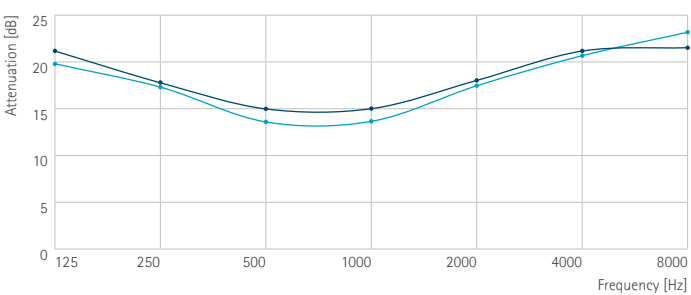
Fly & Travel

Serenity Choice Fly & Travel earplugs are designed to provide peace and comfort throughout your journey. Perfect for use in public transport or onboard, they effectively reduce background noise from engines, passengers, and devices. Featuring special filter membranes, they ensure a calmer, more comfortable travel experience from start to finish.

Sound reduction:

Situational Awareness:

Serenity Choice™ Plus Fly & Travel



Filter	Material	Frequency [Hz]	125	250	500	1000	2000	4000	8000	NRR	SNR
KM15	Acrylic	Attenuation [dB]	19.7	17.2	13.5	13.6	17.4	20.6	23.1	8	15
KM15	Silicone	Attenuation [dB]	21.0	17.7	14.9	15.0	18.0	21.1	21.4	8	15

Swim\*

Serenity Choice Swim earplugs are a floatable solution designed for water protection without compromising awareness. Equipped with a low attenuation filter (around 5 dB), they not only keep water out of your ears but also allow you to remain aware of surrounding sounds. Unlike traditional swim plugs, Serenity Choice Swim ensures you stay safe and connected while enjoying your time in the water.

Water filtering:

Floatable:

Comfort\*

Serenity Choice Comfort earplugs feature a low attenuation filter (around 10 dB) that reduces distracting background noise while allowing you to hear clearly and naturally. Perfect for improving focus and comfort, they ensure you stay connected to your surroundings without overwhelming noise.

Sound reduction:

Improve concentration:

Sleep\*

Street noise, loud neighbours, or a snoring partner, intrusive sounds can disrupt your rest. The Serenity Choice Sleep range is designed to reduce unwanted noise, helping you sleep peacefully. The custom-fit earplugs are made from extra-soft silicone, ensuring a secure and restful fit, even for side sleepers. Perfect for shift workers, travellers, or anyone seeking a quiet night's sleep.

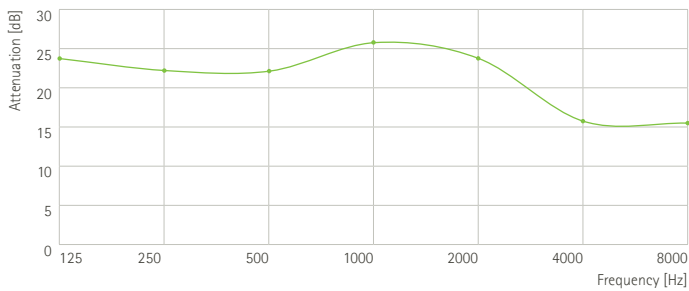
Sound reduction:

Comfort:

\*These products are not classified as Noise Protection, but provide other benefits as outlined above.

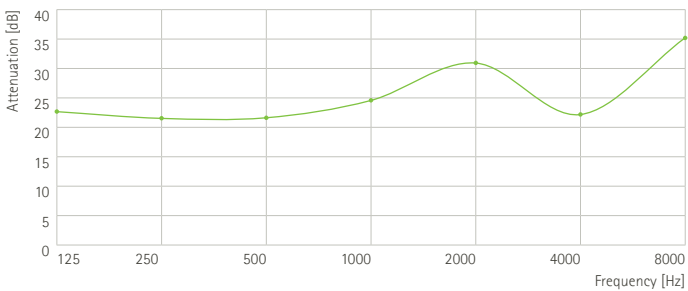
# Universal – Mean attenuation CE and ANSI<sup>1</sup>

## Serenity Choice™ Music



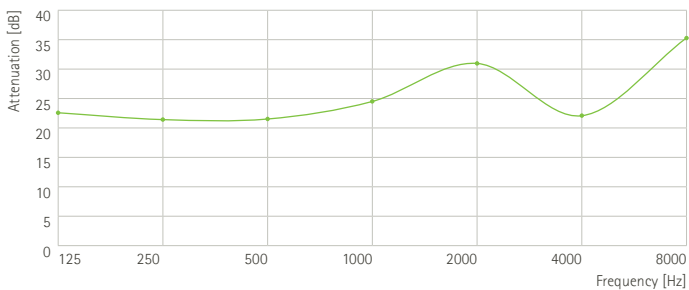
Filter	Frequency [Hz]	125	250	500	1000	2000	4000	8000	NRR	SNR
KM20	Attenuation [dB]	23.7	22.2	22.1	25.8	23.7	15.7	15.4	10	17

## Serenity Choice™ Work



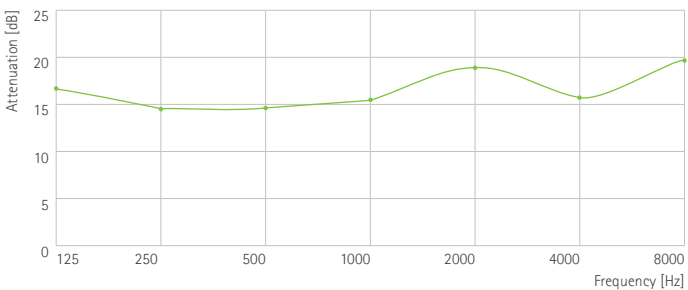
Filter	Frequency [Hz]	125	250	500	1000	2000	4000	8000	NRR	SNR
KI25	Attenuation [dB]	22.6	21.5	21.6	24.5	30.9	22.15	35.2	16	24

## Serenity Choice™ Motorsport



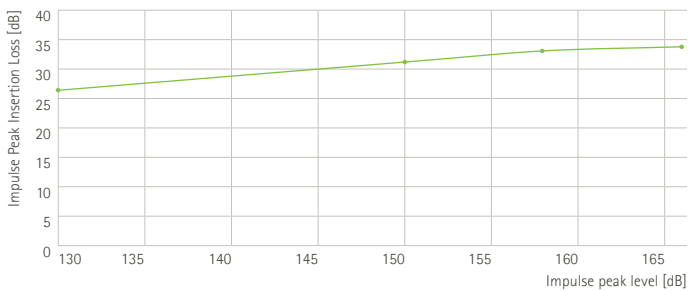
Filter	Frequency [Hz]	125	250	500	1000	2000	4000	8000	NRR	SNR
KI25	Attenuation [dB]	22.6	21.5	21.6	24.5	30.9	22.1	35.2	16	24

## Serenity Choice™ Fly & Travel



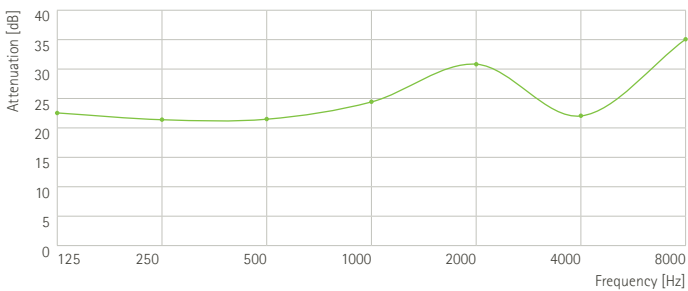
Filter	Frequency [Hz]	125	250	500	1000	2000	4000	8000	NRR	SNR
KI15	Attenuation [dB]	16.6	15.1	15.0	15.8	18.6	16.3	19.2	7	15

## Serenity Choice™ Shooting & Hunting



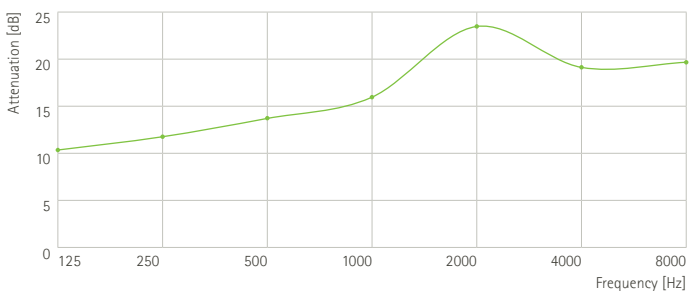
Filter	Impulse peak level [dB]	130	150	158	166
KIM12	Impulse Peak Insertion Loss (IPI)	26.3	31.1	33.0	33.7

## Serenity Choice™ Sleep



Filter	Frequency [Hz]	125	250	500	1000	2000	4000	8000	NRR	SNR
KI25	Attenuation [dB]	22.6	21.5	21.6	24.5	30.9	22.1	35.2	16	24

## Serenity Choice™ Comfort



Filter	Frequency [Hz]	125	250	500	1000	2000	4000	8000	NRR	SNR
KR15	Attenuation [dB]	10.3	11.7	13.6	15.9	23.4	19.1	19.6	9	16

<sup>1</sup> SNR (Single Number Rating): The term used by the European standard EN-352-2 to express the overall attenuation of a hearing protector as a single number.  
NRR (Noise Reduction Rating): The term used by the American standard ANSI S3.19:1974 to express the overall attenuation of a hearing protector as a single number. SNR and NRR differ slightly from each other due to the different formulas used to derive them. For the graphs we have used the mean of CE and ANSI.

# life is on

Since 1947, Phonak is dedicated to preserving life quality by opening new acoustic worlds. Already back then, in the days of our foundation, our company was driven by a formative conviction: We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. In fact, the sense of hearing is directly linked to social, emotional, cognitive and physical well-being. Today as in future, we thrive to offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole.

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