



The art of invisibility

Phonak Lyric™ – The world's only 100% invisible hearing aid

A Sonova brand

PHONAK
life is on

24/7 invisible hearing experience

Hearing well goes beyond the ability to simply hear sounds clearly. It's linked to greater emotional, cognitive and physical well being.¹ This is why for someone with hearing loss, being able to provide consistent amplification is important. Hearing doesn't stop when going to bed.

Lyric is the only hearing aid that is designed to be worn 24 hours a day for months at a time. With this ability, the benefits of hearing aids can be enjoyed even while sleeping.

Unlike traditional hearing aids, Lyric is placed deep in the ear canal making it 100% invisible. It requires no maintenance or batteries to change or charge. This means patients can forget they are even wearing a hearing aid. Due to these unique benefits, Lyric patients report experiencing higher self esteem than those who wear a traditional hearing aid.²

Another benefit of wearing Lyric 24/7 is providing relief to patients for tinnitus symptoms.

1 World Health Organization. (2001). International Classification of Functioning, Disability and Health, ICF. Geneva: World Health Organization

2 Biggins, A., Singh, G. & Solodar, H. (2017). Lyric shows significant psychosocial benefits. Phonak Field Study News, retrieved from www.phonakpro.com/evidence, accessed October 2020.

24/7 tinnitus relief

An estimated 10–15% of a population has tinnitus but most cases go untreated.¹ This is due to a lack of information and the fact that most people are unaware of who will understand their condition or assist them. While some cases are minor, some require more specific treatment to overcome possible long term effects.

Although there is no cure for tinnitus, there are various effective forms of counseling and treatments available. Once your patient decides to seek help, consider whether Lyric would be an option to help reduce their tinnitus symptoms.



Reduces tinnitus annoyance faster than daily wear hearing aids^{2*}



Provides greater relief from tinnitus than daily wear hearing aids³



Improves sleep quality²

¹ Hoffman, H. and Reed, G. (2004) Epidemiology of tinnitus. In: Tinnitus: Theory and Management. Lewiston, NY: BC Decker Inc., 16–41.
² Power, D. (2018). Is Lyric an effective option for tinnitus? Investigating the benefits of a hearing aid that can be worn 24/7. Submitted for peer review publication.
³ Henry, J.A., McMillan, G., Dann, S., Bennett, K., Griest, S., Theodoroff, S., Silverman, SP, Whichard, S., & Saunders, G. (2017). Tinnitus Management: Randomized Controlled Trial Comparing Extended-Wear Hearing Aids, Conventional Hearing Aids, and Combination Instruments. Journal of the American Academy of Audiology. 28(6): 546-561.<https://doi.org/10.3766/jaaa.16067>

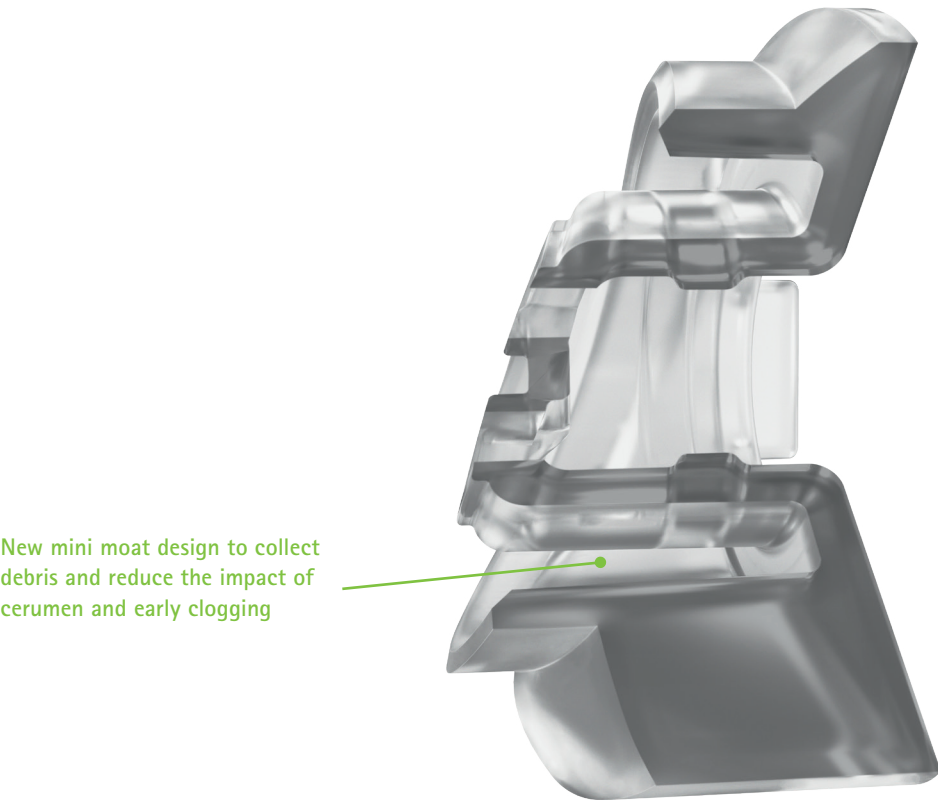
* After 1 month Lyric showed significant improvement compared to daily wear hearing aids.



24/7 reliability

Because Lyric has to work consistently 24/7, the design must be able to withstand the challenging conditions of the ear canal. The focus of the new component design is to further improve reliability. With the new medial port receiver protection in Lyric4, debris is collected in the mini moat design to reduce the impact of cerumen and therefore early clogging.

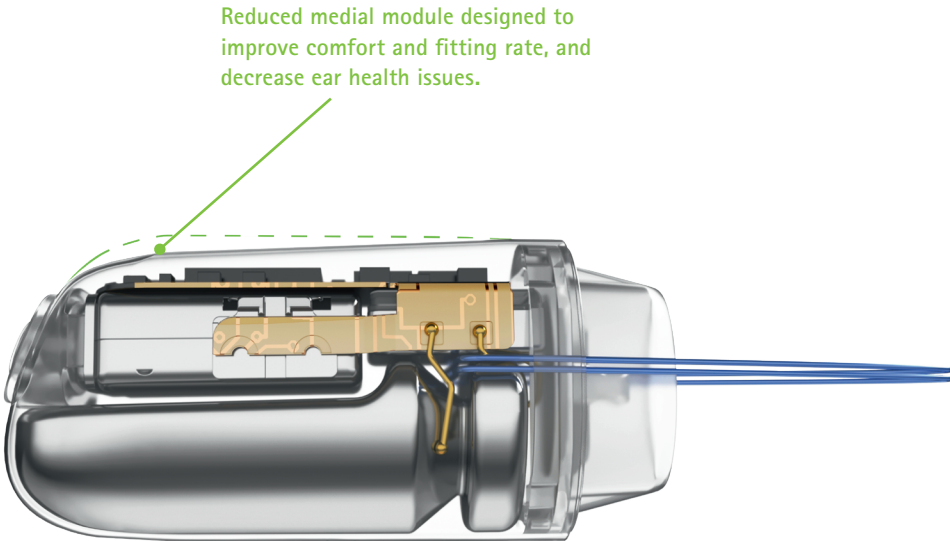
In addition, the internal electronics and encapsulation of the module have been improved to offer more protection.



New mini moat design to collect debris and reduce the impact of cerumen and early clogging

24/7 comfort

The reduction of the medial portion of the module is designed to improve wearing comfort¹ and fitting rate of your patients. It can furthermore decrease ear health issues that can occur in the medial portion of the ear canal.



Reduced medial module designed to improve comfort and fitting rate, and decrease ear health issues.

¹ Standaert, L. (2020). Objective and subjective comparison: Lyric4 to Lyric 3. Phonak Field Study News, retrieved from www.phonakpro.com/evidence , accessed October 2020.

24/7 clear, natural sound

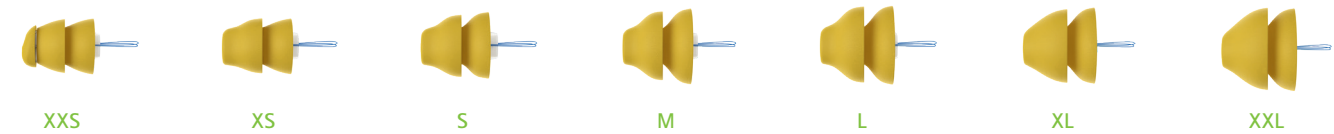
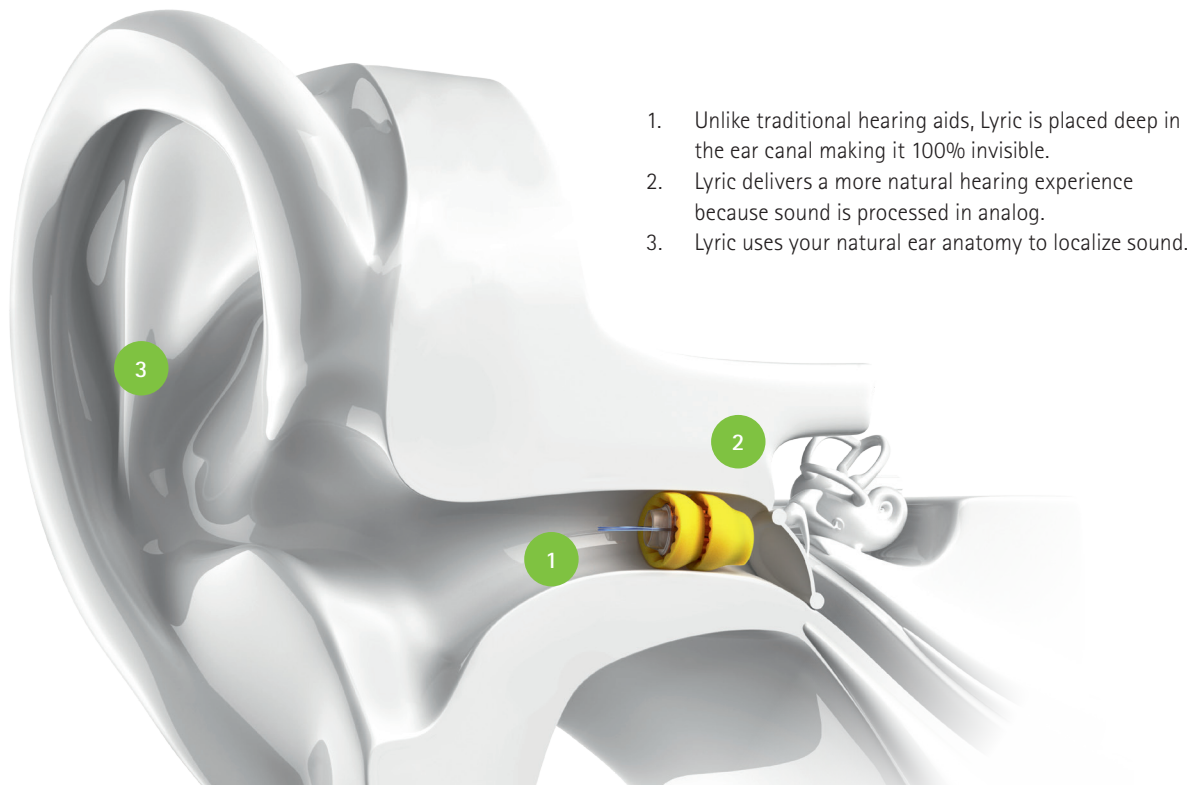
Studies show that Lyric is rated as sounding natural when compared to the open ear.¹ With the introduction of Lyric4, the sound quality that your patients know and love is not compromised. A study comparing the previous generation of Lyric to Lyric4 shows that Lyric4 is rated better in a 'speech in noise' environment.²

Lyric is positioned 4mm from the eardrum. It uses the natural ear anatomy to localize sounds and processes them in analog, which is how we hear sounds naturally.

100% invisibility comes in all sizes

Lyric4 is designed to meet your patient's needs. A broad range consisting of 7 sizes, from XXS to XXL models is available to comfortably fit as many different ear sizes as possible.

The various sizes provide more patient satisfaction and wearing comfort.¹



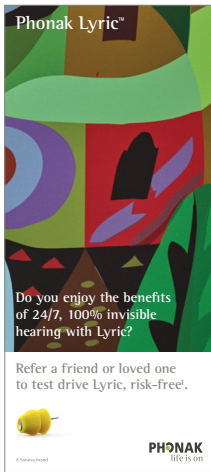
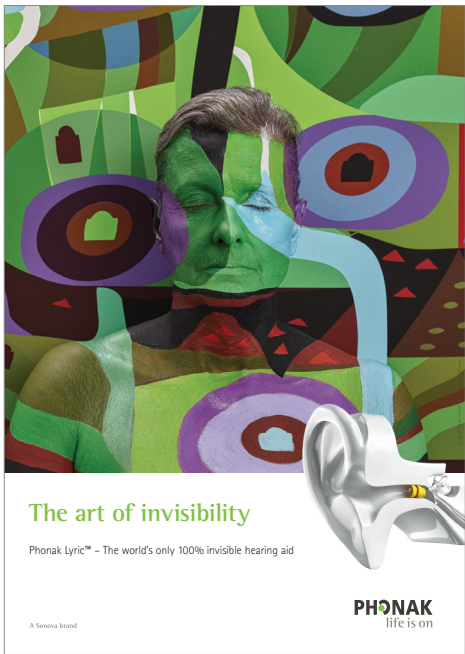
In the XXS model an additional medial protection seal protects the ear canal during insertion.

1 Lough, M., Whiston, H., Dillon, H., & Stone, M. (2020). Subjective benefits of a deeply inserted extended wear hearing aid compared to other in-canal sound-delivering hearing aids, Manuscript in preparation
2 Standaert, L. (2020). Objective and subjective comparison: Lyric4 to Lyric 3. Phonak Field Study News, retrieved from www.phonakpro.com/evidence, accessed May 20, 2020.

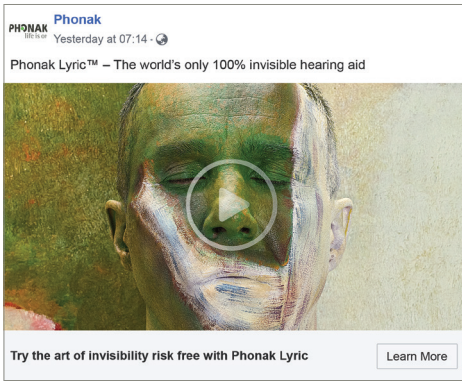
1 Banerjee S. (2017). Benefits of Lyric3 XXS and XXL. Phonak Field Study News, retrieved from www.phonakpro.com/evidence, accessed October 2020.

New art of invisibility marketing campaign

The art of invisibility dramatizes the uniqueness of Lyric for consumers in a surprising and convincing way. When the science of clear, natural sound meets the art of invisibility, you have a winning combination for growing your practice.



Patient materials and ads



Social media lead generation

24/7 benefits

- 100% invisibility
- Clear, natural sound
- No daily maintenance and no batteries to change or charge
- Consistent amplification
- Tinnitus relief night and day
- Strong marketing support

life is on

At Phonak, we believe that well-hearing equates to well-being and is essential to living life to the fullest. For more than 70 years, we have remained passionate about creating a world where 'life is on' for everyone. Our innovative hearing solutions are designed for people of all ages and all degrees of hearing loss, to connect socially, thrive mentally and emotionally.

www.phonakpro-us.com/lyric

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