


Phonak Lyric™ Gunnar Campaign

Phonak Lyric™

The contact lens for your ear.™

Lyric is the world's only 100% invisible, extended-wear hearing device you can wear 24/7 for months at a time.™



"The biggest benefit I have from wearing Lyric is the relationships I have — they're deeper, more productive, they're more enjoyable. I get more out of every single day by having Lyric than I would if I didn't have it."

Gunnar Peterson, celebrity personal trainer and Lyric hearing aid wearer

LYRIC SPECIAL HEARING EVENT
Join us Month XX-XX, 2019 for:
No-Obligation XX-Day Trial! • Complimentary Lyric Consultation

CALL XXX-XXX-XXXX to reserve your spot!
Spaces are limited. Reservations are required.

Practice Name
Street Address
City, State
Zip Code

PHONAK
life is on

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Lyric users agree that their communication with friends and loved ones has improved since getting Lyric.™

100% Invisible
Revolutionary design allows Lyric to sit invisibly in the ear canal, out of sight and out of mind.

Convenient for wearers
Users can wear Lyric during most daily activities, like shopping, showering and exercising!

Clear, natural sound
Captures sound naturally even in noisy background situations so you hear everything that counts.

No daily hassles
Designed to be worn 24/7 for months at a time! No daily insertion, removal or battery changes required. Ever.

Could You Benefit from Lyric Hearing?
Answer the following questions to determine:

- Do people seem to mumble or talk in a softer voice than they used to? Yes No
- When in a crowd or in a busy restaurant, is it hard for you to follow the discussion? Yes No
- Do you feel the need to turn up the volume on your TV or radio each time it is too loud for others? Yes No
- Do you often need to ask others to repeat themselves? Yes No
- Has someone close to you pointed out that you may have a hearing problem? Yes No

How Did You Do?
The answers you have given may present an early indication of whether you could benefit from a hearing solution like Lyric. If you answered "Yes" to one or more of these questions, we urge you to call and make an appointment today to have your hearing checked by one of our specially-trained Lyric hearing professionals.

Make an appointment! CALL XXX-XXX-XXXX

Phonak Lyric™

SPECIAL LYRIC EVENT
Month XX-XX, 2019
CALL XXX-XXX-XXXX

XX-Day No-Obligation Trial!
Complimentary Lyric Consultation

Spaces are limited. Reservations are required.

Meet Our Team

Provider Name

Provider Logo

Street Address
City, State ZIP
and Postal Code

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No one can see how well you hear

Phonak Lyric™

The contact lens for your ear.

Call today for your 30-day risk-free trial!

PROVIDER LOGO HERE

123 Main Street, Suite A
Anytown, ST 12345
XXX-XXX-XXXX
www.providerwebsite.com

You Are Cordially Invited...
...for a FREE Lyric Consultation and Hearing Screening.

X Days Only:
Month XXth-XXth, 2019

Call To Make An Appointment Today!
123 Main Street, Suite A | Anytown, ST 12345
XXX-XXX-XXXX
www.providerwebsite.com

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Can Lyric help you?
Answer these questions to see if you should get your hearing tested.

- Do people seem to mumble or talk in a softer voice than they used to? Yes No
- When in a crowd or in a busy restaurant, is it hard for you to follow the discussion? Yes No
- Do you feel the need to turn up the volume on your TV or radio each time it is too loud for others? Yes No
- Do you often need to ask others to repeat themselves? Yes No
- Has someone close to you pointed out that you may have a hearing problem? Yes No

How did you do?
The answers you have given may present an early indication of whether your hearing may be impaired. If you answered "YES" to one or more of these questions, you qualify for our

A HEARING AID THAT CAN DO ALL TH

Lyric™ can help you change your life without changing the way you live. We are excited to offer this Lyric™ Consultation to you absolutely **FREE OF CHARGE!**

Nothing can compare in value to hearing clearly again. The lifestyle change that is enjoyed with precise electronic hearing help can be the gift of a lifetime, for the average person living for YEARS with a steadily worsening hearing condition.

LYRIC HEARING EVENT: Month XXth-XXth, 2019

PROVIDER LOGO HERE

Please call today:
XXX-XXX-XXXX
www.providerwebsite.com

ABC Hearing Center
123 Main Street, Suite A | Anytown, ST 12345
XXX-XXX-XXXX
www.providerwebsite.com

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Available Components:

Lyric Gunnar Campaign Newspaper	10.5 x 21.5 in	Customizable; Advertising
Lyric Gunnar Campaign Newspaper (4-Page)	10 x 11 in	Customizable; Advertising
Lyric Gunnar Campaign Direct Mail (5 Cards)	6.5 x 4.75 in	Customizable; Direct mail campaign

To get started, call 800-777-7333 option #6.