**Social Media – Phonak Serenity Choice**

**Post 1: Motorsport**

****

**Post Copy:** Love life on the fast track, but worried about damaging your hearing? Phonak Serenity Choice™ Motorsport reduces helmet-generated noise to safe levels yet still allows speech to be heard from intercom speakers. It also reduces wind and air turbulence noise and engine noise, while keeping relevant sound and speech. Take charge of your hearing health today!

**Post 2: Comfort**

****

**Post Copy:** Serenity Choice™ Comfort is a discrete, noise-reducing earplug designed to be worn throughout the day to help with focus and concentration without causing irritation. While other office hearing protection can sound muffled and unnatural, this advanced filter technology keeps an open-air passage to the ear to hear conversations if needed. Find the right hearing protection for you, your family and friends today!

**Post 3: Music**

****

**Post Copy:** Do you or someone you know love music? Serenity Choice™ Music is a high-fidelity earplug designed specifically for musicians, music lovers, and concert goers to help prevent hearing damage in loud listening environments. Great for listening 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 high-quality universal ear tips on the market. Take charge of your hearing health today!

**Post 4: Work**

****

**Post Copy:** Serenity Choice™ Work reduces noise from heavy equipment, machinery, and power-tools and is designed as personal protection equipment for noisy working environments such as machine shops, farming, road building, and construction or any situation where health and safety require the use of hearing protection. Protecting your hearing should be part of your on-site gear – take charge of your hearing health today!

**Post 5: Sleep**

****

**Post Copy:** Are you a light sleeper, have a spouse who snores, or live in a congested area and find it difficult to sleep? Phonak Serenity Choice™ Sleep is designed to reduce the sound level of snoring, eliminating or reducing sound to a non-intrusive level, while still allowing air to enter the ear. The 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.

**Post 6: Hunting & Shooting**

****

**Post Copy:** Did you know that a single blast from a 12-gauge shotgun at close range is louder than a jet engine or a loud rock concert? Protect your hearing at the shooting range or while hunting with Phonak Serenity Choice™ Hunting & Shooting. It protects your ears from the peak sound pressure level of gun shots, artillery fire and explosions by reducing them to safe levels -making it less likely to cause long-term hearing damage. Don’t wait another day to start protecting your hearing!

**Post 7: Fly**

****

**Post Copy:** Serenity Choice™ Plus Fly reduces background noise onboard an aircraft while keeping ears ventilated for comfort. Fly in comfort for your next flight while taking charge of your hearing health!

**Post 8: Swim**

****

**Post Copy:** Serenity Choice™ Plus Swim is a custom-made earplug designed to prevent water from entering the ear while providing full situational awareness while you swim. It also keeps your ears ventilated for comfort. Take charge of your hearing health today!