

WIDEX **EASYWEAR**™

THE UNSEEN REVOLUTION

THE
PROVEN
SOLUTION



THE CHALLENGE

For many hearing aid users, the advantages of exceptional sound provided by RIC/RITE hearing aids can be compromised by sideways movement of the ear-tip and a lack of comfort. This movement, known as lateral migration, can be characterised by the need for the user to frequently push the receiver back into the ear canal because of lateral movement when they move their jaw.

Another problem for users is what we call the cosmetic gap between the earwire and the side of the head. Traditionally, most receivers are connected to the hearing aid via an earwire that does not take into account the course of the user's ear canal.

We have surveyed over 200 hearing care professionals and found that over 30 percent of hearing aid users experience a problem with lateral migration, cosmetic gaps or both. This is a concern for professionals and users alike, resulting in inconvenience, time-wasting and dissatisfied clients.

THE EASYWEAR **SOLUTION**

As a result of these concerns, Widex has developed a unique wire and receiver ear-tip solution. Called EASYWEAR, its patent-pending design allows for a better physical fit, stability in the ear canal and a more cosmetically appealing appearance. Because it follows the contours of the ear, EASYWEAR solves both the problem of lateral migration and the cosmetic gap.

We evaluated EASYWEAR with a selection of hearing care professionals and hearing aid users, and the results were overwhelmingly positive.

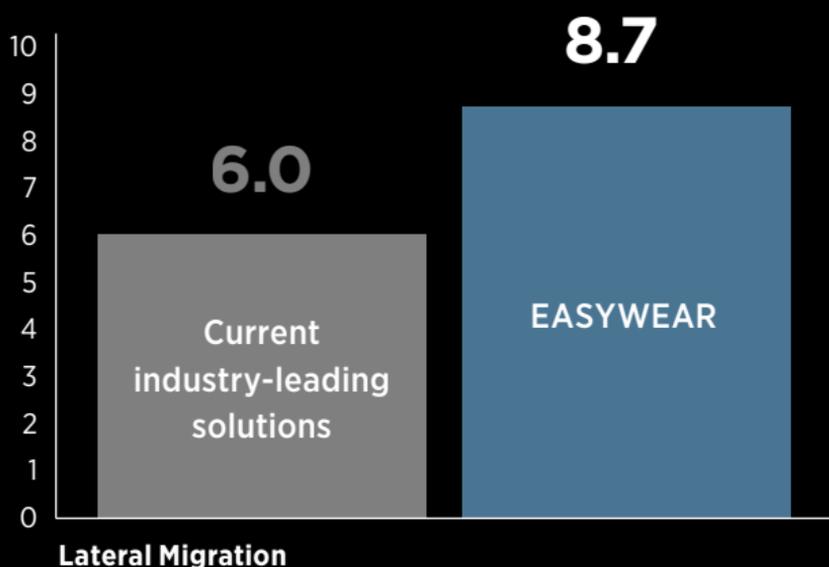


THE NUMBERS*

The number of migrations experienced by subjects (hearing aid users) using **EASYWEAR** decreased from **15 times to only 2 times** over a three-day period.

Migration decreased on average from 5 times a day to **less than once a day**.

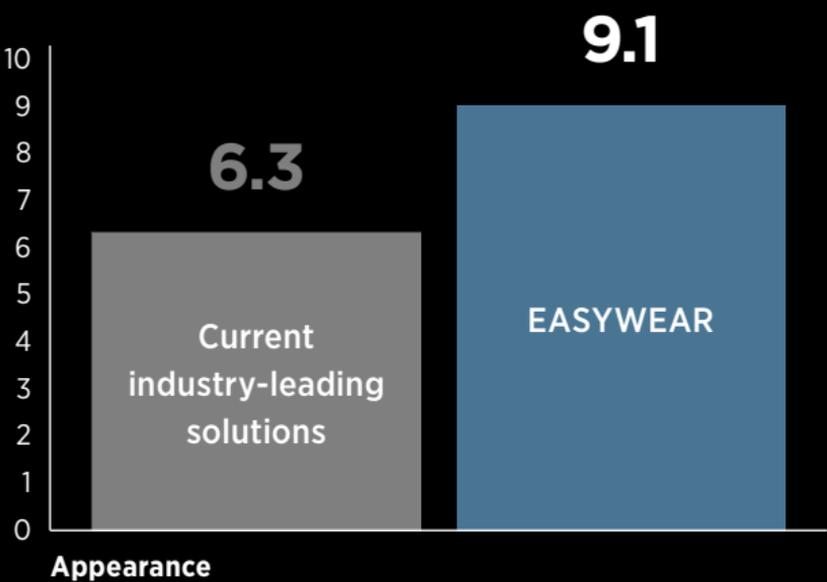
On a scale of 0 to 10, hearing aid **users rated EASYWEAR 8.7** in terms of lateral migration. They rated other RIC solutions at only 6.0 in terms of lateral migration.



*Sweetow, R.W. et al., 'A Solution for Lateral Migration and Cosmetic Gaps in RIC H

On a scale of 0 to 10, hearing care professionals rated **EASYWEAR 9.1** in terms of appearance. They rated other RIC solutions at 6.3 in terms of appearance.

On a scale of 0 to 10, hearing aid users rated **EASYWEAR 8.7** in terms of appearance.



THE PROOF

We believe our wire and receiver ear-tip solution is the best in the industry and our tests back this up. To find out why, visit Hearing Review (www.hearingreview.com) and read in more detail the results of the study.

You can also learn more about WIDEX EASYWEAR at widex.pro/easywear – including information about which models of hearing aids are compatible, the wide range of wire lengths and receiver sizes and much more.

EASYWEAR – the perfect solution, the perfect fit.







By choosing Widex hearing aids, you are choosing products from a company that has been WindMade certified. WindMade is the first global consumer label identifying companies that use wind power.



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