

(Please give this note to your Hearing Care Provider)

Let Me Gruv!™

Dear Hearing Care Professional:

Did you know a 2022 Hearing Industry Association-commissioned MarkeTrak survey revealed that 40% of new hearing aid users find it difficult to insert their hearing aids?

I am asking you to make it easier for me to insert MY hearing aids!

Gruv Button™ Retrofit, a new, simple, and inexpensive add-on could give me complete fingertip control during insertion. It provides a grooved end-surface to the speaker, that is designed to fit the fingertip.

Please give a copy of this note to YOUR Hearing Aid Manufacturer Representative(s). Tell them to go to *GruvButton.com* for more information on how the entire industry benefits from the award-winning *Gruv Button™*.

Thank you so much!

Q&A From Each Ear's Media Kit

Q: How do hearing care practitioners benefit from *Gruv Button™*?

A: Practitioners benefit because if it's easier for the patients, it's easier for practitioners to help their patients. Practitioners can provide more efficient and effective service because the "insertion difficulty" issue is mitigated, if not eliminated. Finally, happier and more successful patients result in reduced returns-for-credit, increased positive word-of-mouth, and more referrals.