

You've never heard a flyer like this one!

Its unique innovation lets you determine if you should book a hearing test by taking a short word understanding test at home. We've recorded 10 words derived from an actual standardized audiological evaluation. It does not determine the degree of hearing loss you may have, but it will help you discover how much trouble you may be having understanding all the sounds of speech. All you do is press the green button, listen to the word and write down what you heard in the space provided – it's that easy.

The recording plays at 80 dB SPL, which is the loud end of the 'normal conversation' range. If you get three or more words wrong, we recommend you book a free hearing evaluation.

Since launching this campaign, we've received some questions about proper disposal. **Hear Well Be Well** is committed to environmental stewardship. The following is an overview to help guide you in its proper disposal.

The components of the flyer are:

- Printed cardstock cover.
- Three button batteries - The batteries included are alkaline zinc-manganese button cells. They are LR44 batteries which comply with international environmental standards and are non-toxic.

According to the National Electrical Manufacturers Association's, "Zinc and manganese...are benign metals that do not pose a safety or environmental threat during normal use and disposal." (NEMA, 2002).

- Electronic circuit - this is similar technology to what is used in talking greeting cards. It is free from heavy metals.
- Cellophane wrapper.

Proper disposal of each component:

Feel free to bring this card to our offices and we will properly dispose of each component.

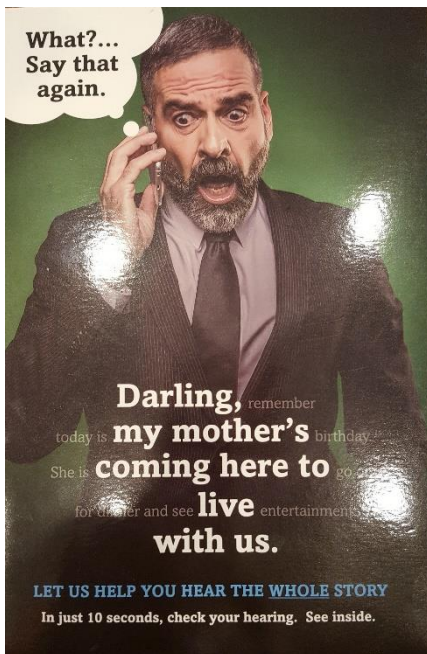
Component	Material	Disposal Method
Printed cover	Boxboard	Recycle in the grey bin.
Batteries x 3	Alkaline zinc-manganese	Regular solid waste garbage.
Sound module circuit board and speaker	Plastic, aluminum, laminated copper, epoxy, fibreglass and glass	Electronic recycling Ontario Electronic Recycling It is safe to dispose in regular solid waste garbage.
Cellophane wrapper	100% biodegradable plant cellulose	Regular solid waste garbage – although it is biodegradable, most jurisdictions are not incorporating it in green bin materials at this time.

Still have questions? We'd be delighted to hear from you. Please call us at

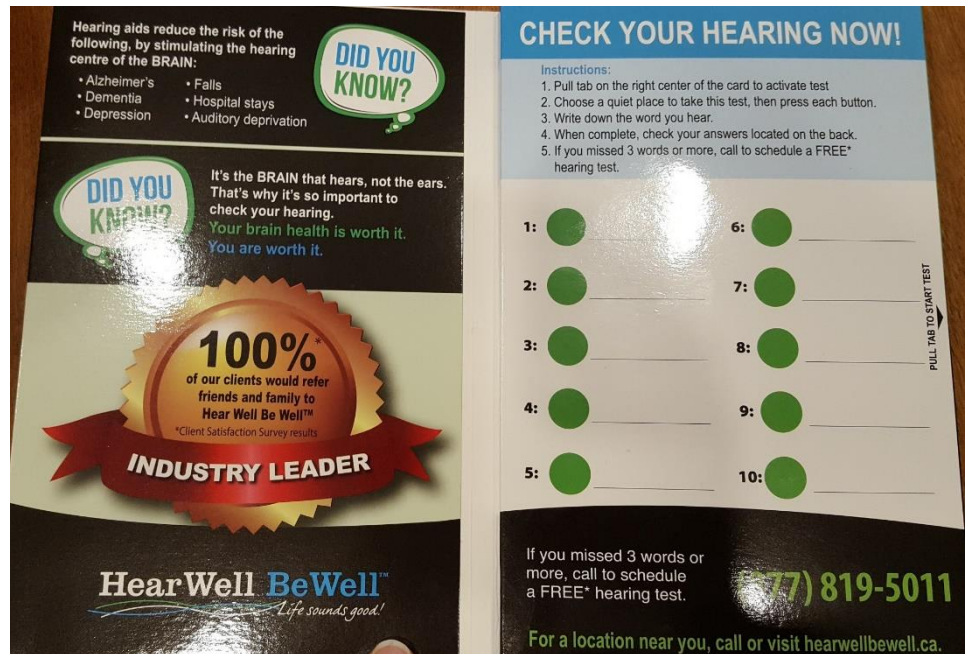
1-877-819-5011

Here's what you'll see:

Front cover:



Inside spread:



After removing the wrapper, the front cover opens to reveal the word test on the inside right panel. The word test side is a narrow box that can be opened to reveal the electronic components.

1. Cardstock cover = grey bin
2. Batteries = kitchen garbage
3. Cellophane wrapper = kitchen garbage
4. Electronic circuit = electronic recycling (free in all Ontario communities)

or bring it to us and we'll take care of it for you.

Tear open the test box to reveal the circuit and batteries for appropriate disposal:

