



THE STORY ON RUST

What is rust?

Iron oxide, otherwise known as rust, results when iron or steel is exposed to air and moisture. When salt is present, corrosion of the metal occurs much more rapidly. As the deterioration process continues, the bonds weaken and the metal, in turn, becomes extremely brittle.

How does rust affect hearing aid batteries?

Corrosion of hearing aid batteries can occur if the outer coating of nickel metal has cracks or pinholes. Tiny openings in the iron core of the battery cell allow the environment of the ear to take over. The battery's corrosion is accelerated when air and moisture contact the underlying core, and when salt from perspiration enters the atmosphere. As a result of this decay, rust leaks out of any available opening in the nickel plating, causing damaging fissures in the battery. Once outside the battery's core, leaking rust can injure the functionality of the hearing aid itself, leading to costly repairs, or worse, replacement.

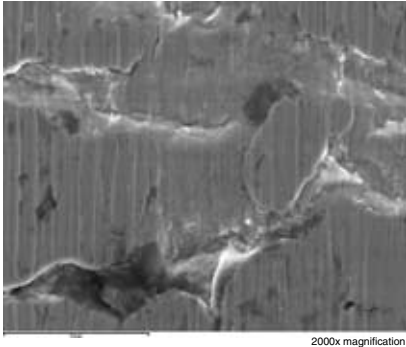
How does Energizer® keep rust in check?

The Energizer® audioPRO® hearing aid battery is produced through a specialized plating method in conjunction with a process called post-plating to ensure that the iron core is better protected. Post-plating, as opposed to the more common and less expensive pre-plating, involves covering a stainless steel shell with another layer of nickel plating. This method guarantees a more uniform battery plating application, resulting in a much more effective rust-resistant energy source, because the battery is less likely to crack.

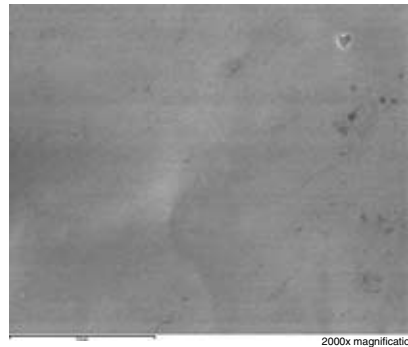
A recent study has proven that Energizer® audioPRO® hearing aid batteries are unsurpassed in rust resistance.

The study sought to compare and contrast rust resistance among different hearing aid battery brands. Using a controlled testing environment, the batteries were exposed to air, moisture and salt throughout several different time durations. Four experienced audiologists rated the brands in a blind procedure, observing each battery independently, without knowledge of battery manufacturer or peer opinions and annotations. To examine variance in rust resistance among manufacturers, three methods were utilized: Scanning Electron Microscopy (SEM), Energy Dispersive X-Ray Spectroscopy (EDS) and Auger Electron Spectroscopy (AES). These devices revealed three unmistakable facts:

1. Energizer® audioPRO® hearing aid batteries were unsurpassed in rust resistance throughout all time intervals.
2. The Energizer® audioPRO® batteries received excellent mean ratings for each duration of exposure.
3. While SEM images found deep and/or wide cracks in the plating of all other battery brands, Energizer® audioPRO® batteries showed absolutely no signs of cracking.



Competitor 1:
Large fissure in nickel plating, exposing battery's iron base to moisture, and soon thereafter, rust.



Energizer® audioPRO® Hearing Aid Batteries:
No fissures, nowhere for moisture to reach the battery's iron base, and in turn, no rust.

What does this mean for you?

By supplying a battery with lower rust resistance, you run the risk of damaging what matters to you most – securing your patient relationships. When you consider that the cost of repairing, or worse, replacing hearing aids is often at the personal expense of your patient, it's even more important to recommend the best products available. Choose to protect and enhance your patient relationships by selecting the battery brand with unsurpassed rust resistance.

Rust ruins hearing aids. Don't let it ruin your patient relationships, too.

We've told you about our rust resistance, and now we'd like to prove it to you.

Visit WeKnowEarsToo.com or call 1-866-907-1776

for your free pack of Energizer® audioPRO® batteries today.