

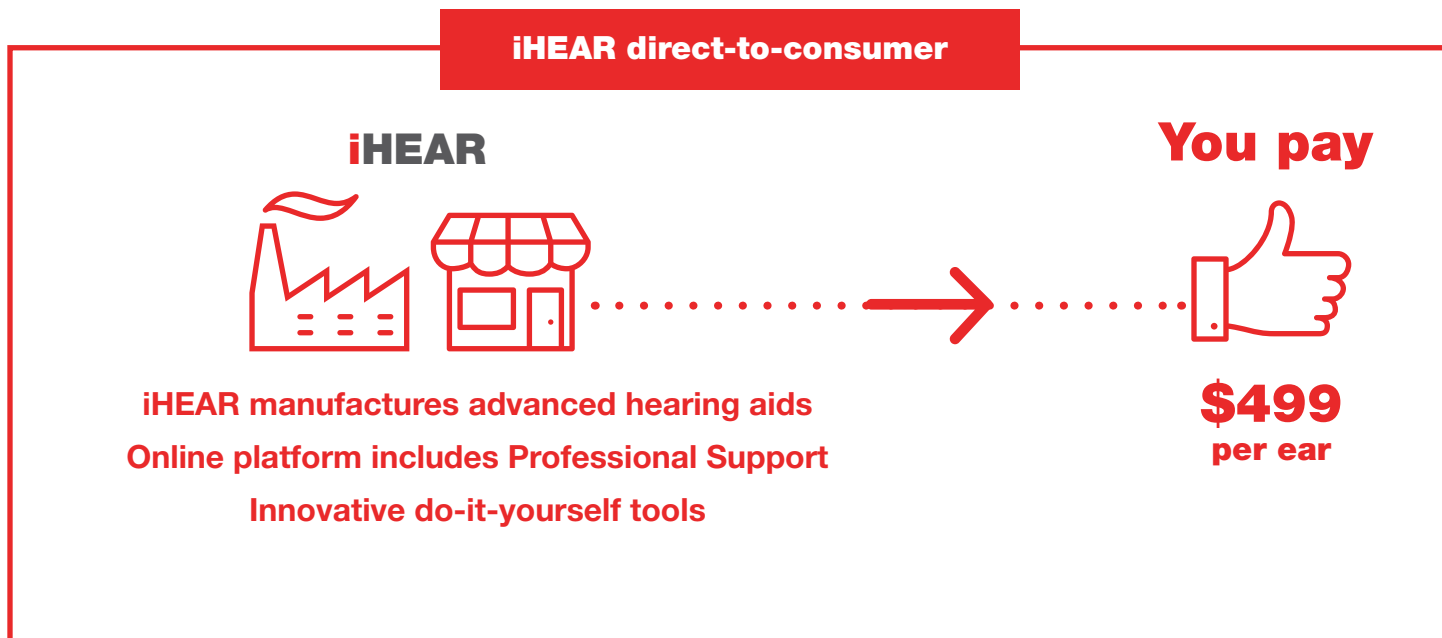
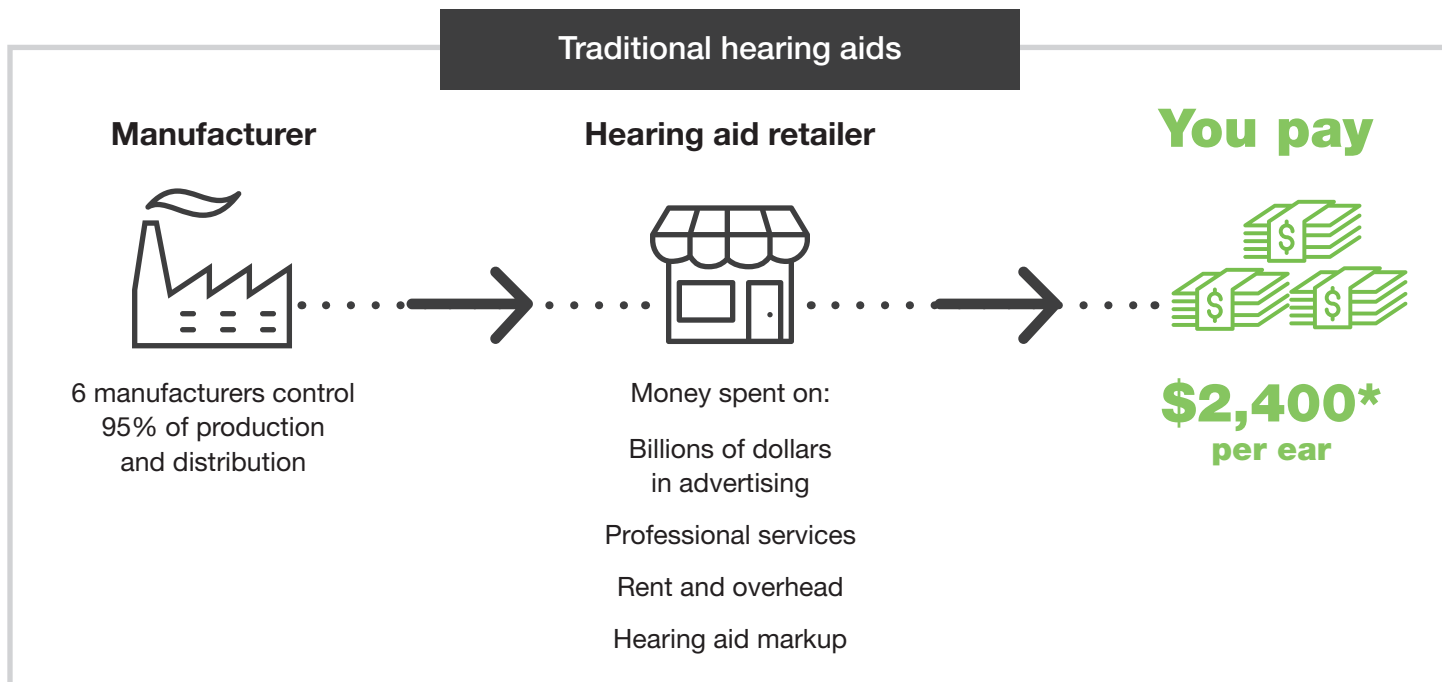
iHEAR Offers True Value



How iHEAR compares to traditional hearing aids.

Life can change dramatically when your hearing starts to decline. There is no way to reverse hearing loss, but hearing devices can help you continue to lead a fulfilling life. And it doesn't have to break the bank. iHEAR products are an affordable option to help with your hearing health.

Why choose **iHEAR hearing aids?**



*Average price of a programmable hearing aid in 2016.

Hearing test

The iHEARtest kit is the only over-the-counter home hearing test device approved by the FDA. This convenient, at-home test creates a profile of your hearing ability.

The Professional Programming Service, free with your device purchase, customizes the settings on your hearing aid with either your iHEARtest or audiogram results before your device is shipped.

Hearing aid devices

iHEAR hearing aids feature advanced digital audio processing and adaptive feedback cancellation for optimal hearing in any environment. Since iHEAR sells their high-tech devices direct to customers, there is no mark-up, which saves you thousands of dollars. And iHEAR devices are so small, they're practically invisible!

iHEAR Advantages

1. Convenient to order
2. Direct from the manufacturer saves you thousands
3. Advanced technology yet smaller than other devices
4. FDA-Cleared

Cost savings*

Average cost your first year

Traditional: \$5,000/pair

Traditional hearing aids, materials and services through a hearing center¹

iHEAR: \$1,200/pair

iHEAR hearing aids, materials and additional services

▶ **Save \$3,800**

A 75% savings by choosing iHEAR

Average cost over 10 years

(3 pairs of hearing devices)

Traditional: \$15,000

Traditional hearing aids, materials and services through a hearing center¹

iHEAR: \$3,600

iHEAR hearing aids, materials and additional services

▶ **Save \$11,400**

A 75% savings by choosing iHEAR

*This illustration assumes replacement of hearing aids every three years.

Read what actual customers are saying about iHEAR on hearingtracker.com.

Visit ameritas.com/listen or call 844-IHEAR11 (844-443-2711) to learn more and order an iHEAR device for you or a family member today. Enter the code AM10 at checkout to receive 10% off and free shipping.

iHEAR[®]

Ameritas[®] 
fulfilling life.

Ameritas Life Insurance Corp.
Ameritas Life Insurance Corp. of New York

¹ aarp.com, Why Do Hearing Aids Cost So Much?, October 2016.