

CIELO™ radio script • 30 seconds
(Narrator is dispenser or personality)

It happens slowly. People seem to mumble when they speak, you can't understand clearly in noise, and then you start avoiding situations you once enjoyed.

It's called hearing loss, and there's help. Today's technology is now available in affordable, easy-to-use solutions.

Like CIELO hearing instruments from Siemens. CIELO combines advanced features with exceptional technology and reliability – at an affordable price.

Don't wait. Call **[insert practice name]** today at **[insert phone number]** to learn about Cielo.

CIELO™ radio script • 60 seconds
(Narrator is dispenser or personality)

It happens over time, but hearing loss eventually impacts your life in many ways. People seem to be mumbling and you can't understand what's being said in noise. You find yourself turning the TV up more. And you start avoiding situations that you once enjoyed.

You're not alone. Over 28 million Americans experience hearing loss. And there's help. Hearing instruments help many people get back the world of hearing. Today's advanced technology is now available in affordable, easy-to-use hearing instruments.

Like CIELO from Siemens, the world leader in digital hearing technology. CIELO hearing instruments combine advanced features with the latest technology and reliability – at an affordable price. Available in a full range of styles, there is a CIELO hearing instrument for most types of hearing loss and preferences. Some are so small that they are almost invisible when worn.

Don't wait. Call **[insert practice name]** today at **[insert phone number]** to schedule a hearing evaluation and to learn more about CIELO.