

**XINO**<sup>TM</sup>  
TINNITUS

.....  
**TINNITUS TREATMENT  
SOLUTION**



Hearing Is Our Concern<sup>TM</sup>

# WHAT YOU SHOULD KNOW ABOUT TINNITUS

**Do you or someone you know suffer from constant “ringing in the ears”?**

Maybe it’s not ringing exactly. Some people describe it as hissing, buzzing, whistling, roaring and even chirping. Whatever noise it is, the real issue is something called tinnitus.

Tinnitus (“TIN-a-tus” or “Tin-EYE-tus”) is the medical term for the sensation of hearing sound in your ears or head when no external sound is present.

The important thing to know is that tinnitus is not a condition or a disease. Instead, it’s a symptom — typically of something bigger, like an ear infection, high blood pressure or, most common, hearing loss.



It's also important to know that everyone's tinnitus is different, which is why finding relief has been so elusive — **until now!**

## ↘ QUICK TINNITUS FACTS

- Some 50 million American adults suffer from tinnitus (1 in 5)
- Tinnitus is the #1 disability for military veterans
- Tinnitus can occur at any age, and may begin suddenly or progress gradually
- The most common causes of tinnitus are:
  - Noise exposure (*e.g., from shooting or machines at work*)
  - Aging
  - Head injury
  - Side effects from medication

# INTRODUCING **XINO** **TINNITUS**

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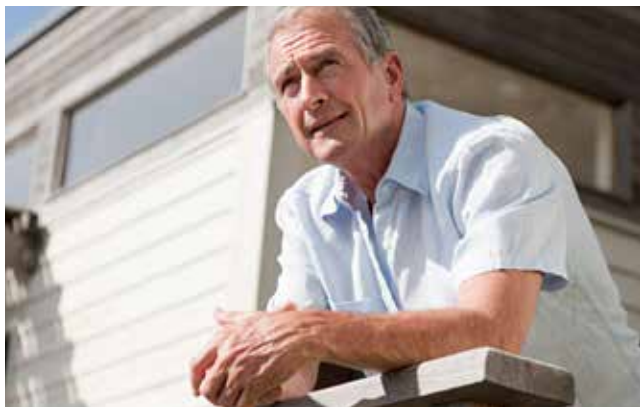
## Forever changing the way people deal with tinnitus

Starkey, a global leader in hearing health technology, has engineered a Tinnitus Treatment Solution designed to forever change the way people deal with ringing in the ears.

Xino Tinnitus is a small and comfortable in-ear device designed to deliver all day relief from tinnitus.

### **STARKEY — AMERICA'S PREMIER HEARING SOLUTION PROVIDER**

When it comes to comfortable, great sounding and personalized solutions for their hearing needs, people everywhere ask for Starkey — the only American-owned and operated manufacturer of advanced hearing solutions. At Starkey, Hearing is Our Concern.™

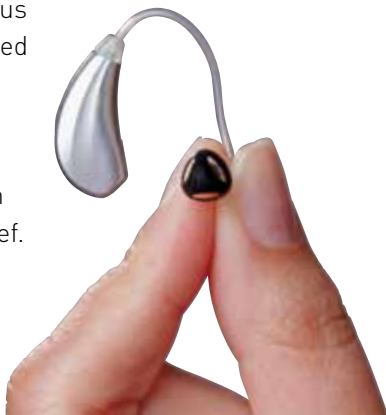


## ↳ How it works

Using Starkey's patent-pending Multiflex Tinnitus Technology, Xino Tinnitus creates a customizable and comforting sound stimulus that you and your hearing professional can fine-tune to soothe the unique, irritating sounds you hear. The result is personalized sound therapy designed to:

- Mask or cover up your tinnitus
- Take your focus off your tinnitus

And because many cases of tinnitus involve hearing loss, Xino Tinnitus features advanced hearing aid technology, as amplification has been shown to help with relief.



# WHAT MAKES XINO TINNITUS DIFFERENT



**It can be customized  
to your unique tinnitus.**

Tinnitus affects every person differently. This includes how it sounds, how annoying it is, or how debilitating it can be.

Xino Tinnitus tackles the subjective nature of tinnitus head on. No other technology enables such unprecedented personalization — to counterbalance the sufferer's unique tinnitus.



**Starkey SoundPoint**



## Control is key

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Xino Tinnitus uses the precise measurements from your audiogram to create a relief stimulus customized specifically to you. From there, you and your hearing professional can fine-tune relief in two unique but important ways:

- 1** Your hearing professional can adjust sound frequency and modulation to better match your unique tinnitus.
- 2** Starkey's proprietary SoundPoint tool lets you easily pinpoint your preferred sound settings, so your hearing professional can program them at the final fitting stage.

**The result is personalized relief designed just for you!**



## YOU WANT

Relief for ringing in the ears

A way to customize relief to  
your unique tinnitus

Quick and easy control

Compatibility with multiple  
tinnitus therapy protocols

A way to deal with and manage  
the subjective nature of tinnitus

“ They help me  
forget about  
my tinnitus! ”



# DESIGNED TO DELIVER THE ONE THING EVERY PERSON WITH TINNITUS WANTS — RELIEF!

## XINO TINNITUS DELIVERS

..... A nearly invisible in-ear device designed for all-day tinnitus relief

..... Multiflex Tinnitus Technology, which enables superior flexibility in fine-tuning a relieving sound stimulus

..... Easy volume and memory adjustments with the touch of a finger

..... Seamless integration with most sound therapies, including re-training or masking

..... Starkey's one-of-a-kind SoundPoint tool helps you identify and communicate precise sound preferences at the fitting stage

.....  
**- Mary S.**

Xino Tinnitus wearer

.....

# XINO TINNITUS STYLE AND COLORS

**SMALL AND  
COMFORTABLE**

**xino**<sup>™</sup>  
TINNITUS



## ↘ RECEIVER-IN-CANAL (RIC)

Small and comfortable to wear, Xino Tinnitus is designed to go wherever you go — and comes in your choice of six colors.



Available in Basic and Advanced technology levels.



## COLOR GUIDE

Standard Colors



Champagne



Bronze



Pearl



Sterling



Slate



Onyx



**Take control of  
your tinnitus today!**

If you've tried other tinnitus relief options without success, or are finally ready to stop letting the ringing in your ears take over your life, you owe it to yourself to give Xino Tinnitus a try.



Hearing Is Our Concern™

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