### Music and Conversation Are Heard Clearly
- All sound is reduced evenly by 20 dB
- Available in two sizes: standard and small
- Fatigue from noise is reduced
- Patented technology
- Reusable

### Who Uses ETY•Plugs?
- **Aircraft**
  - Crew
  - Flight instructors
  - Passengers
  - Pilots
- **Athletics**
  - Athletes
  - Coaches
  - Sporting events
- **Construction**
  - Carpenters
  - Equipment operators
  - Road builders
  - Steel workers
- **Emergency Vehicles**
  - EMS
  - Highway patrol
  - Firefighters
- **Medical-Dental**
  - Dentists
  - Dental hygienists
  - Dental technicians
  - Surgeons
- **Motor Sports**
  - Motorcyclists
  - Pit crews
  - Race car drivers
  - Spectators
- **Music**
  - Concerts
  - Nightclubs
  - Noisy restaurants
- **Construction**
  - Carpenters
  - Equipment operators
  - Road builders
  - Steel workers
- **Athletics**
  - Athletes
  - Coaches
  - Sporting events
- **Medical-Dental**
  - Dentists
  - Dental hygienists
  - Dental technicians
  - Surgeons
- **Others**
  - Delivery drivers
  - Market traders
  - Night club staff
  - Truck drivers

### Permissible Sound Exposure with ETY•Plugs
<table>
<thead>
<tr>
<th>Sound (dB) Exposure Type</th>
<th>No protection</th>
<th>Using ETY-Plugs</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 Conversation</td>
<td>SAFE</td>
<td>—</td>
</tr>
<tr>
<td>80-85 Holy restaurant / Vacuum / Average factory</td>
<td>40 hrs</td>
<td>SAFE</td>
</tr>
<tr>
<td>88 Circular saw / Loud party / Motorcycle</td>
<td>20 hrs</td>
<td>SAFE</td>
</tr>
<tr>
<td>94 Subway / Riding mower</td>
<td>5 hrs</td>
<td>SAFE</td>
</tr>
<tr>
<td>97 Live band</td>
<td>2.5 hrs</td>
<td>40 HRS</td>
</tr>
<tr>
<td>100 Sporting event / Chain saw / Snowmobile</td>
<td>1.25 hrs</td>
<td>20 hrs</td>
</tr>
<tr>
<td>112 Blues bar / Rock concert</td>
<td>5 mins</td>
<td>1.25 hrs</td>
</tr>
<tr>
<td>115 Ambulance siren</td>
<td>2.5 mins</td>
<td>36 mins</td>
</tr>
<tr>
<td>140 Jet engine / Gun shot / Firecracker</td>
<td>INSTANT LOSS</td>
<td></td>
</tr>
</tbody>
</table>

* Above 125 dB you are at risk for any period without maximum protection

The U.S. Environmental Protection Agency requires manufacturers to print a noise reduction rating (NRR) on all non-custom earplugs. The formula used to determine NRR includes an adjustment for test variability, individual variability, and for those persons who do not wear ear protection as instructed. When worn properly, Etymotic earplugs provide nearly the same fidelity as Etymotic’s Musicians Earplugs™ (custom earplugs worn by professional musicians) and are a low-cost alternative.

**About ETY•Plugs (2 Sizes)**

ETY•Plugs earplugs use patented technology that replicates the natural response of the ear canal so that sound heard with these earplugs is as clear as the original, just quieter. The BabyBlues™ earplugs were created to fit smaller ear canals. ETY•Plugs earplugs have nearly the same fidelity as Etymotic’s Musicians Earplugs™ (custom earplugs worn by professional musicians) and are a low-cost alternative.

**About Noise Reduction Rating (NRR)**

The U.S. Environmental Protection Agency requires manufacturers to print a noise reduction rating (NRR) on all non-custom earplugs. The formula used to determine NRR includes an adjustment for test variability, individual variability, and for those persons who do not wear ear protection as instructed. When worn properly, Etymotic earplugs provide more sound reduction than the assigned NRR value. Laboratory data on subjects wearing properly sealed ETY•Plugs™ shows between 18-22 dB average sound reduction over the 250-8000 Hz frequency range, but the NRR calculated from the same data is 12 dB.

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**FACT**

More than 30 million Americans are exposed to hazardous sound levels on a regular basis. About one-third (10 million) can attribute their hearing loss, at least in part, to noise. Exposure occurs in the workplace, in recreational settings, and at home.

Source: National Institute on Deafness and Other Communication Disorders

**The Good News**

Noise-induced hearing loss can be prevented!

**How much noise is too much?**

Hearing loss is a function of exposure time, the average sound level, and the peak level of very loud sounds. Exposure to excessive noise can cause permanent hearing loss depending on the intensity and duration of the sound. Some persons are more susceptible to hearing loss from high-level sound than others.

**Preserve sound quality**

The human ear overloads at high sound levels, making it difficult or impossible to distinguish speech or the musical blend.

**Prevent ringing in the ears**

Ringing in the ears (tinnitus) and temporary hearing loss can occur from a single concert, sporting event or sudden loud noise like a firecracker. Even if a temporary hearing loss recovers over a period of hours to days, there is a risk that repeated exposure to loud noise could result in permanent hearing loss.

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**Permissible Sound Exposure Guidelines**

<table>
<thead>
<tr>
<th>Continuous Sound (dB(A))</th>
<th>Unprotected Permissible Exposure Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>85</td>
<td>8 hours</td>
</tr>
<tr>
<td>88</td>
<td>4 hours</td>
</tr>
<tr>
<td>91</td>
<td>2 hours</td>
</tr>
<tr>
<td>94</td>
<td>1 hour</td>
</tr>
<tr>
<td>97</td>
<td>30 minutes</td>
</tr>
<tr>
<td>100</td>
<td>15 minutes</td>
</tr>
<tr>
<td>103</td>
<td>7.5 minutes</td>
</tr>
<tr>
<td>106</td>
<td>&lt; 4 minutes</td>
</tr>
<tr>
<td>109</td>
<td>&lt; 2 minutes</td>
</tr>
<tr>
<td>112</td>
<td>~1 minute</td>
</tr>
<tr>
<td>115</td>
<td>~30 seconds</td>
</tr>
</tbody>
</table>

**Hearing loss is a function of exposure time, the average noise level and the peak level of very loud sounds.**