

P E R S O N A<sup>®</sup>  
M E D I C A L



Thank You!

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From the President
About Persona Medical

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NEW PRODUCTS FROM  
PERSONA MEDICAL



New!

Sombra Series  
RIC, OTE, BTE  
See pages 3, 5 & 6

Custom Monitors  
Up to 10 Drivers

Zen 2 or 4 Driver  
Universal Fit Monitors

Claret 400 Series  
Non Programmable 4 Channel  
with 3 selectable responses.

Evok 400 & 800 Series



# A MESSAGE FROM THE PRESIDENT, HAPPY READING

Persona is the oldest custom manufacturer in the United States, and one of the largest high end independent hearing aid laboratories. Five decades of experience has helped us remain on the cutting edge with advanced innovations yet to be developed by any other company. From Speech-Pro, the World's first automated real ear fitting system, to the World's first Voice Recognition Programming System - VCOM, Persona provides a quality product supported by professional staff. You can rest assured that your order will receive special attention.

Once you become a Persona preferred customer, a personal request profile is created for you in our database which links you and Persona together to assure the same high level of quality on every order. Within these pages, you will find that Persona is doing everything to share in the experience of growing your company.

While this certainly doesn't tell the whole story, it will hopefully give you some insight into what Persona Medical wants to offer you.

Of course, if you have any questions, please call us. We'll be happy to provide you with more information, allowing you to experience our stellar customer service first hand.

I would love to hear any ideas or suggestions you may have. To continue to grow, we must be ready for change today.

Don E.K. Campbell, President



1966



1986



1996



2000



M A G N A T O N E ®

2006



2016

# PEOPLE, PRODUCTS, PRICES

Our goal is to celebrate the blessing of sound with you, the amazing key to communication, our social bridge with all humans. We hope to share this passion with you and to bring to you the finest hearing instruments.

Customer comfort is designed into every instrument produced by the talented, committed employees of Persona Medical with the vision of keeping Persona Medical on the leading edge. Together, we strive to produce the finest innovation and customer support you can achieve. Persona Medical invites you to try any of our quality, custom instruments, earmolds and hearing protection or one of the many Behind The Ear products we have.

Persona Medical offers an extensive line of products, rich with features that will renew your ability to function in many different environments and focus in on the important sounds of life. During quiet times, family times, social times, serious times and fun times, Persona Medical has the product to compliment your lifestyle.

Beverly J. Campbell  
President  
1970-2006



Don E.K. Campbell  
President  
2006-Present



## BTE

Persona Medical instruments are world-renowned for their unsurpassed reliability and service-ability. The Behind The Ear instrument, pictured below, has earned the confidence of hearing professionals for years because it does the job right the first time, every time. Persona Medical instruments are available in a wide array of purpose-built configurations. Each instrument is available with a wide selection of options for individuals looking for the finest combination of Hearing Health options.

### Anatomy of a Behind the Ear



### Sombra 8P BTE

BTE STYLES	No. of Models	Battery Sizes	Colors	Page
Full Size w/ Earhook	6	13/675	4	3
Mini Convertible	13	312 / 10A	4	4
Receiver in the Canal	7	312	3	6



# BTE

## Full Size w/ Earhook



Catalog No.	Model No.	Battery Size	Mems	T/Coil	Volume Control	Trim Pots	Channels
CS360	Claret 360	675	2	Man	Man	3	2
CS365	Claret 365	675	3	Man	Man	2	2

The Claret offers state of the art Digital Technology with built-in feedback cancellation, up to 3 programs and all in a non - programmable hearing device. Manual Volume Control and Telecoil are standard.



Catalog No.	Model No.	Battery Size	Mems	D-Mic	T/Coil	Volume Control	Channels
CS330	Claret 330	13	2		Man	Man	2
CS335	Claret 335	13	3		Man	Man	2
EN937	EVOK 937	13	4	Man	Auto	Man	8

EVOK employs a wide assortment of advanced signal processing strategies and automatic/adaptive features optimizing the listening experience.



Catalog No.	Model No.	Battery Size	Mems	T/Coil	Volume Control	Trim Pots	Channels
SM8P	Sombra 8P	13	4	Auto	Man		128
			3	Man	Man	2	2

The Sombra series uses state of the art Digital Technology with built-in feedback cancellation and All in One Speech Enhancement that helps to deliver the most clear settings based on your environment. A Dual Function Rocker Switch provides volume and/or programming changes all in one place.

# BTE

## Mini Convertible



Catalog No.	Model No.	Battery Size	Mems	D-Mic	T/Coil	Volume Control	Channels
CS320	Claret 320	312	3			SSVC	2
CS325	Claret 325	312	3			Man	2
EN927	EVOK 927	312	4	Yes		Prog	8



CS425	Claret 425	312	3			Toggle	4
EN625	Evok 625	312	3		Man	Toggle	4



ET525	EVOK 525	312	4		Man	Rocker	2
OL2125	OLE 2125	312	4	Auto	Auto	Rocker	2

The Olé series follows traditional approaches to amplification employing powerful behind the ear instruments. The Olé series instruments are best known for their clarity in noise and high frequency gain without feedback, making these instruments exactly what you desire.

## Mini Convertible



Catalog No.	Model No.	Battery Size	Mems	D-Mic	T/Coil	Volume Control	Channels
C400G	Claret 400	312	3		Man	Dig	4
C450G	Claret 450	312	4		Man	Dig	4
E400G	Evok 400	312	4		Man	Dig	4
E800G	Evok 800	312	4	Auto	Auto	Dig	8
NEW!	Ole' 1600	312	4	Auto	Auto	Dig	16



Catalog No.	Model No.	Battery Size	Mems	D-Mic	T/Coil	Volume Control	Channels
E810B	EVOK 810	10A	4	Auto		Dig	8



Catalog No.	Model No.	Battery Size	Mems	D-Mic	T/Coil	Volume Control	Channels
	SOMBRA 8S	312	4	Auto		Dig	8

The Sombra series with Dual Function Rocker and Adaptive Directional Microphones and All in One Speech Enhancement offers the greatest control over our everyday environments.



## Receiver In the Canal

Designed for life, RIC instruments combine the use of advanced adaptive features for maximizing listening comfort. Removing the worry from the patients activity levels, giving them the freedom to focus on the many sounds that color daily life.



Catalog No.	Model No.	Battery Size	Mems	D-Mic	T/Coil	Ear to Ear
OPR2	OPA 200	312	4	Man	Man	
OPR3	OPA 300	312	4	Auto	Auto	
OPR4	OPA 400	312	4	Auto	Auto	Wireless



Catalog No.	Model No.	Battery Size	Mems	D-Mic	T/Coil
SM8R	8R	312	4	Auto	Auto

Designed with you in mind, the Hydro-Coat technology system incorporated into the Sombra protects against moisture and humidity. Removing the worry for physically active patients, giving them the freedom to focus on their lifestyle, not their hearing instrument.





Catalog No.	Model No.	Battery Size	Mems	D-Mic	T/Coil	Volume Control
EVR520	EVOK 520r	312	4	Yes	Auto	Prog

The Evok series approaches amplification with flexible power, employing powerful receiver in the canal instruments. Evok instruments are best known for their clarity in noise and high frequency gain without feedback, making these instruments exactly what you desire. The 520r comes with a choice of 3 different power levels up to 125dB SPL.

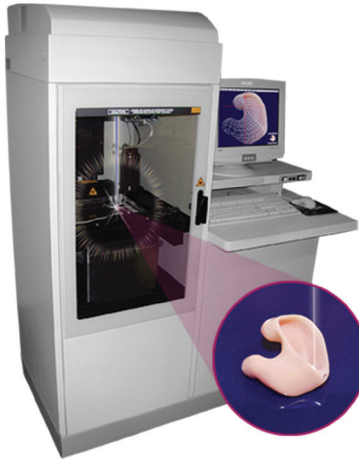


Catalog No.	Model No.	Battery Size	Mems	D-Mic	T/Coil	Volume Control
OLR2127	OLE 2127r	312	4	Yes	Auto	Prog
OLR2128	OLE 2128r	312	4	Yes	Auto	Prog

The Olé series follows traditional approaches to amplification employing powerful behind the ear instruments. The Olé instruments are best known for their clarity in noise and high frequency gain without feedback, making these instruments exactly what you desire.

# EARMOLDS

## BTE, OTE & RIC Molds



Utilizing a 3 step process of Digitizing, Designing and Fabrication, Persona Medical offers the Lazerveyor Digital process. Ensuring a perfect fit of all custom molds reduces the chances for remakes. This technology makes it possible for us to manufacture an instrument that is identical to the impression supplied.

Our earmolds are crafted with a digital method that yields a high fit rate the first time. Buy once and never go anywhere else. Lose one and we can reproduce it without another impression.

Persona Medical offers a full earmold lab for all your BTE, OTE and RIC earmolds.

We have OSHA approved noise plugs and a variety of colors for swim plugs along with musicians and shooters plugs.

All custom earmolds require impressions

# EARMOLDS

## BTE, OTE & RIC Molds



The Full Shell earmold is used for severe to profound loss and is usually made of silicone. Any vent size can be put in this mold.



The Skeleton Earmold has the body removed so as not to cause discomfort. This earmold has good retention all around and venting options to allow this cosmetically appealing piece to be widely fit with a very low profile.

## BTE, OTE & RIC Molds



This mold is much like the skeleton design, with a portion of the concha rim removed. This style is recommended when the shape of the pinna makes insertion and removal difficult.



The Half Shell earmold can be used to provide the person more area to grasp in order to remove from the mold from the ear. This style lends itself well to improve retention that a smaller canal mold may not stay in place.



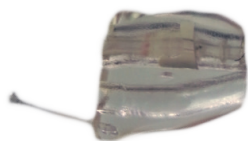
The Canal Earmold has the least amount of points of pressure that can cause discomfort. This earmold has good venting options to allow this cosmetically appealing piece to be widely fit.

# EARMOLDS

## BTE, OTE & RIC Molds



Much the same as the Canal Earmold, this mold incorporates a part of the concha to improve retention. Many times the mold will work lose of the seal when the patient talks or chews. The extension helps keep the seal and prevent feedback.



Open Ear molds are usally small as a CIC custom aid but are used for fitting non-occluding earmolds to On the Ear instruments. This mold provides the least amont of occlusion to the patient while allowing the most natural sound into the ear. canal.



A Canal/CIC size mold that is hollow to hold the various receivers used in the market. The material is hard or soft and holds the receiver in place with a friction fitting. This mold provides a better seal for higher gain losses that may create feedback.

### STATE OF THE ART DIGITAL SHELL LAB

We claim to have the lowest remake rate in the industry. Our shells are twice the resolution of other digital shells found in the industry, proving our instruments fit better. We can back up our claim .... just try us!

The Olé line includes the first open fit, completely in the canal hearing device with AirTouch™ Multi-Memory. Amazingly discreet, this product line places an emphasis on invisibility including our digitally crafted, Hidden Deep fitting IIC.



As a premium line, EVöK has automatic features and multi - scene programs which will perform in the most demanding environments. Between SpeechPro and VCOM, nobody can compare to Persona Medical!



Non-Programmable units with high end features. The Claret line incorporates digital technology found only in high-end programmable devices, without the need to use a computer for tuning. Yes, sometimes computers aren't needed to get the job done.



# CUSTOM INSTRUMENTS

## Full Shell



Catalog No.	Model	Channels	Mems	D-Mic	T/Coil	Active Noise Reduction	Adaptive Feedback Reduction
CUSTOM	CLARET 300	2		✓	✓		✓
CUSTOM	EVOK 500	2	4	✓	✓	✓	✓
CUSTOM	EVOK 900	8	4	✓	✓	✓	✓
CUSTOM	OLE	8	4	✓	✓	✓	✓

CLARET is Non-Programmable

Rechargeable option available

## Half Shell



Catalog No.	Model	Channels	Mems	D-Mic	T/Coil	Active Noise Reduction	Adaptive Feedback Reduction
CUSTOM	CLARET 300	2		✓	✓		✓
CUSTOM	EVOK 500	2	4	✓	✓	✓	✓
CUSTOM	EVOK 900	8	4	✓	✓	✓	✓
CUSTOM	OLE	8	4	✓	✓	✓	✓

CLARET is Non-Programmable

Rechargeable option available

## CUSTOM INSTRUMENTS

### Canal

Catalog No.	Model	Channels	Mems	D-Mic	T/Coil	Active Noise Reduction	Adaptive Feedback Reduction
CUSTOM	CLARET 300	2		✓	✓		✓
CUSTOM	EVOK 500	2	4	✓	✓	✓	✓
CUSTOM	EVOK 900	8	4	✓	✓	✓	✓
CUSTOM	OLE	8	4	✓	✓	✓	✓



CLARET is Non-Programmable

Rechargeable option available

### Mini Canal

Catalog No.	Model	Channels	Mems	D-Mic	T/Coil	Active Noise Reduction	Adaptive Feedback Reduction
CUSTOM	CLARET 300	2					✓
CUSTOM	EVOK 500	2	4			✓	✓
CUSTOM	EVOK 900	8	4			✓	✓
CUSTOM	OLE	8	4			✓	✓



CLARET is Non-Programmable



# CUSTOM INSTRUMENTS

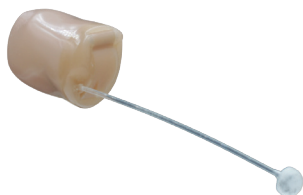
## CIC



Catalog No.	Model	Channels	Mems	D-Mic	T/Coil	Active Noise Reduction	Adaptive Feedback Reduction
CUSTOM	CLARET 300	2					✓
CUSTOM	EVOK 500	2	4			✓	✓
CUSTOM	EVOK 900	8	4			✓	✓
CUSTOM	OLE	8	4			✓	✓

CLARET is Non-Programmable

## IIC



Catalog No.	Model	Channels	Mems	AIR Touch Memory	Button	Active Noise Reduction	Adaptive Feedback Reduction
CUSTOM	OLE	8	4	STD	OPT	✓	✓

The OLE HD IIC is the first deep fitting instrument employing AirTouch Multi-Memory and a Low group Delay < 5ms.

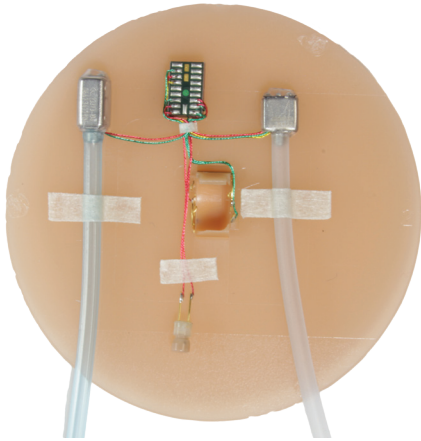
## PRE-WIRED PLATES

MODELS	OPTIONS	BATTERY SIZES
		10A, 312, 13
CLARET	SSVC, ADDITIONL TPs, T/C*, FIXED D-MIC, PWR	
MONET		
300	VC, T/C*, FIXED D-MIC, PWR	
500	VC, T/C*, D-MIC, PWR	
EVOK		
500	VC, T/C*, D-MIC, PWR	
900	DIGITAL VC, T/C, ADAPTIVE D-MIC, PWR MASKER	
OLE	TOGGLE VC, T/C*, ADAPTIVE D-MIC. PWR, MASKER	

Plate Colors: Beige, Tan, Medium Dark Tan, Brown

\* T/C available as Manual or Auto

## PRE-WIRED PLATES



This is the Claret CIC. Producing a standard of 114/ 40, a maximum matrix of 120/ 48 can be achieved with the optional power receiver.

Two Channel Processing

All Custom Prewires include 1 Trimmer

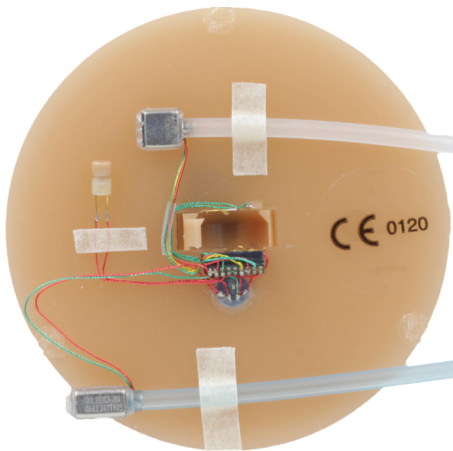
Improved Adaptive Feedback Cancellation (AFC)

Dynamic Speech Enhancement (DSE)

Enhanced Taper Control (ETC) for VC or SSVC

Low Battery and Memory Change Indicator

Trimmers Available: Low Cut, High Cut, AGC-o and GTP



This is the Monet 300 Canal. Producing a standard of 115/ 50, a maximum matrix of 120/ 58 can be achieved with the optional power receiver.

Dynamic Speech Enhancement/ (DSE)

Adaptive Feedback Reduction Cancellation

Programmable VC

Programmable Hi & Lo Cut

Multi Memory

Low Battery and Memory Change Indicator

Multi Memory Beeps w/ Programmable Level/ Frequency

Speech Mapping using Manual Mode w/ Graphic Equalizer

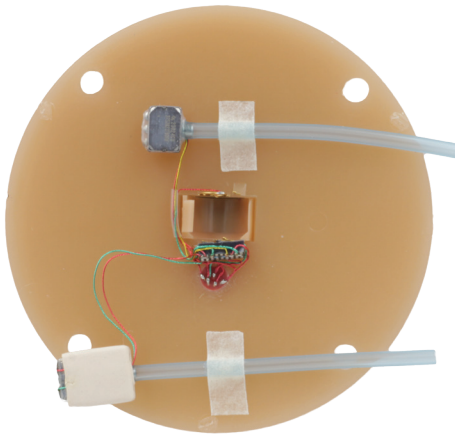
Manual Volume Control (Optional) Disabled w/ Software

T-Coil and Auto T-Coils (Optional)

Directional Microphone: Fixed Hyper Cardoid (Optional)

Power (Optional)

## PRE-WIRED PLATES



This is the Monet 500 circuit on a #13 faceplate. Producing a standard of 120/ 55, a maximum matrix of 130/ 65 can be achieved with the optional power receiver.

- 4 Channel Dynamic Speech Compression (DSE)
- Tri-Mode Noise Reduction (TNR)
- Adaptive Feedback Reduction (AFC)
- Programmable VC
- Low Battery and Memory Change Indicator
- Multi Memory Beeps w/ Programmable Level/ Frequency

- Manual Volume Control (Optional) Disabled w/ Software
- Telephone Coil (Optional)
- Dual Microphone Directional (Optional)

## INFORMATION

All hearing professionals must comply with all FDA rules and regulations before any prewires can be purchased or refurbished. Persona Medical reserves the right to refuse to repair or refurbish any prewire without the original serial number on the prewire. Prewires are not eligible for Return For Credit

Persona Medical will repair or refurbish (original parts mounted on a new faceplate) a prewire for up to one year from the date of manufacture. A completed hearing instrument using a Persona Medical prewire will be repaired for up to five years from the original ship date of the prewire.

Upon receipt of your prewire order, inspect each unit carefully. If any are defective, immediately return the prewire(s) for service or replacement at no charge within 30 days from invoice date (shipping not included). If there have been changes or work done to the prewire, a refurbish fee will be imposed.

## STOCK INSTRUMENTS

STOCK	Catalog No.	No. of Models	Battery Sizes	Colors	Page
OLE' 2	OLE' 2	1	10 A	2	20
OLE' S OLE' ST	OLSL OLSR	2	10 A	2	Not Shown
OLE' SV OLE' ST	OLSVL OLSVR	2	10 A	2	20
CLARET STOCK	C300L C300R	2	10 A	2	Not Shown
STOCK CIC	SNCL SNCR	4	10 A / 312	2	20
STOCK CANAL	SNIL SNIR	4	10 A / 312	2	Not Shown

## STOCK INSTRUMENTS



The OLE' 2 ICO is the first open fit instrument that sits inside the canal opening.  
Employs AirTouch Multi-Memory and a Low Group Delay < 5ms.



OLE' SV Digital Stock CIC 10A Instrument  
Employs the OLE' circuit in a STOCK fitting  
AIRTAP, 4 Memories, SSVC Gain Control  
OLE' SVT model comes with sm, md & lg foam tips



Digital Stock CIC 10A instrument  
Device is a Non-Programmable STOCK fitting  
BUTTON, 4 Preset memories, SSVC Gain Control  
312 model comes with sm, md & lg foam tips

## HEARING PROTECTION

PROTECTION	No. of Models	Battery Sizes	Page
BIG SHOTS	3	10A/312/ 13	22
Earasers	5	N/A	22

**NEW PRODUCT**



STYLES	No. of Models	Page
ZEN BITES	2	26
ZEN	2	26
CUSTOM	6	27

# HEARING PROTECTION

PROTECTING YOUR EARS - IN STYLE!

A rare combination of state of the art technology and custom craftsmanship allows Persona Medical to deliver you the finest In-Ear Hearing Protection.

**BIG SHOTS - The Sound Choice!**

Stock One Size Fits All

Manual Volume Control w/ On-Off

Comfort Seal Tips: small, medium, large

NRR 29



Mini Big Shots

Multi Function Push Button Volume Control  
with program selection

Comfort Seal Tips: small, medium, large

NRR 29

Custom Full Size

Computerized Perfect fit

Manual Volume Control

High Compression Circuitry

Wireless Connectivity

Hydroguard Protection



**Custom Big Shots  
now in all sizes!!!**

## EARASERS

If you are seeking useful and economical earplugs that allow you to have a conversation while wearing them, then a set of these very comfortable plugs are what you want to try today. They will protect you without sounding like everything is under water.

Musicians & Concert Goers

Construction & Industrial Safety

Dentists & Hygienists

Motorsports

Travel & Leisure

Lawncare





# HEARING PROTECTION

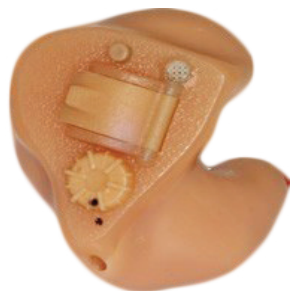
## Big Shot



Catalog No.	Color	Battery Size	Side
BSSBR	BEIGE	312	R
BSSBL	BEIGE	312	L
BSSKR	BLACK	312	R
BSSKL	BLACK	312	L
BSSRR	RED	312	R
BSSUL	BLUE	312	L



**NEW!**  
**MINI BIG SHOTS**  
**10A FACEPLATE**

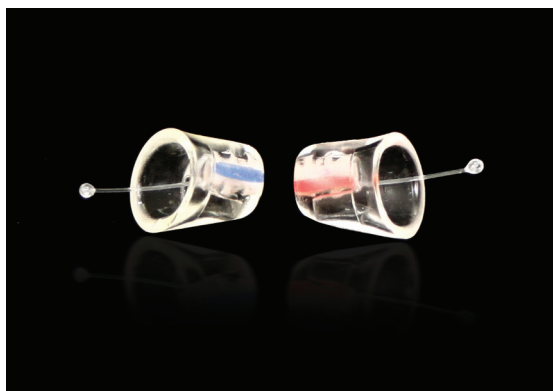


Catalog No.	Color	Battery Size	Side
CUSTOM	BEIGE	13	R
CUSTOM	BEIGE	13	L
CUSTOM	BLACK	13	R
CUSTOM	BLACK	13	L
CUSTOM	RED	13	R
CUSTOM	BLUE	13	L

## HEARING PROTECTION

### Earasers

Catalog No.	Model	Size
S1X	MOTOR SPORT	X-SMALL
S1S	MOTOR SPORT	SMALL
S1M	MOTOR SPORT	MEDIUM
S1L	MOTOR SPORT	LARGE
M1XS	MUSICIANS	X-SMALL
M1S	MUSICIANS	SMALL
M1M	MUSICIANS	MEDIUM
M1L	MUSICIANS	LARGE
D1X	DENTISTS & HYGIENIST	X-SMALL
D1S	DENTISTS & HYGIENIST	SMALL
D1M	DENTISTS & HYGIENIST	MEDIUM
D1L	DENTISTS & HYGIENIST	LARGE
P1XS	TRAVEL	X-SMALL
P1S	TRAVEL	SMALL
P1M	TRAVEL	MEDIUM
P1L	TRAVEL	LARGE



# HEARING PROTECTION

## Earasers



Safety and Industrial w/ lanyard

Catalog No.	Model w/o lanyard	Size
ERSR-I1XS	SAFETY	X-SMALL
ERSR-I1S	SAFETY	SMALL
ERSR-I1M	SAFETY	MEDIUM
ERSR-I1L	SAFETY	LARGE
Catalog No.	Model w/ lanyard	Size
ERSR-ILXS	SAFETY	X-SMALL
ERSR-ILS	SAFETY	SMALL
ERSR-ILM	SAFETY	MEDIUM
ERSR-ILL	SAFETY	LARGE
LANYARD	Safety and Industrial Orange	

Hearing fatigue causes attention deficit and lost productivity. The primary reason workers reject hearing protection is due to comfort. Earasers are superior to even custom molded earplugs due to the flexible design and soft silicone.

By reducing noise exposure, you are not only protecting the health of the employee, but maintaining a safer workplace as required by OSHA. Maintaining good hearing also has benefits when hearing is used to detect faulty equipment or for better communication.

Safety and Industrial Earasers Sold in Pairs Only

# HEARING PROTECTION

InEarz Audio

## ZEN Bites Ear Buds



Straight Tip

Curved Tip



Zen Bites Straight Tip

## ZEN Universal In-Ear Monitors



2 DRIVER

BLACK

2 DRIVER

WHITE

4 DRIVER

BLACK

4 DRIVER

WHITE

Black 2 Driver Zen



**NEW!**

LINIUM CABLE T2

CLEAR

# HEARING PROTECTION

## InEarz Custom Audio



Standard Custom IEM\*

\* Requires Ear Impressions

### Custom In-Ear Monitors

S150	EUPHORIA
S250	NIRVANA
S350	UTOPIA
S450	



Custom IEM\* with optional ADEL Filter

\* Requires Ear Impressions

### ADEL Filters

B1 Auto	P300	EUPHORIA
G1 Auto	P350	SOL
O1 Auto	P450	NIRVANA
S1 Auto		UTOPIA
MANUAL		



Fusion Soft Custom IEM\*

\* Requires Ear Impressions

### Fusion Soft Series

S150	EUPHORIA
S250	NIRVANA
S350	UTOPIA
S450	

# ACCESSORIES

ACCESSORIES	No. of Styles	Different Types	Page
Batteries	4	675/ 13/ 312/ 10	29
Earhooks	5	BTE / OTE	29
Tubes	2	BTE / OTE	29
Tips	4	OTE / RIC / BTE	30
Cleaning Tools	2	N/A	32
Wax Protection	8	Permanent & Replaceable	34
Earasers Canisters	6	Colors	36

## ACCESSORIES

ACCESSORIES	No. of Styles	Different Types	Page
Earasers Starter Kit*	1	N/A	36
Earasers Cleaning Kit	1	N/A	37
Earasers Wipes	1	N/A	37
Earasers Renewal Kit	1	N/A	37
Earasers PRO Kit*	1	N/A	37
Charger Box	1	Cases	38
Splash Swim Plugs	9	Colors	38
Etymotic Filters	4	Damping	38

\* See Earasers.net to order



## ACCESSORIES



Catalog No.	Quantity	Battery Size	#Cards Box
004063	40 cnt Box	675	10
004062	40 cnt Box	13	10
004061	40 cnt Box	312	10
004060	40 cnt Box	10A	10



Catalog No.	Earhook Size	Battery Size
150022	All 13 BTEs	13
150023	w/ Red Dot	13
150024	Locking Pin	13
152204	Small Earhook	13
125007	Small Earhook	312
150086	PWR BTE Earhook	675



Catalog No.	Qty	Tube Type
702031	25 pcs	Regular
702031B	500 pcs	Regular
702032	25 pcs	Heavy
702042	1 each	Dry Tube



## ACCESSORIES



Catalog No.	Earhook Size Left	Qty	Catalog No.	Earhook Size Right	Qty.
162761	0A	5	162759	0A	5
162762	0B	5	162760	0B	5
162030	1A	5	162017	1A	5
162032	1B	5	162020	1B	5
162034	2A	5	162022	2A	5
162036	2B	5	162024	2B	5
162038	3A	5	162026	3A	5
162040	3B	5	162028	3B	5



Catalog No.	Size	Qty
162806	SM	5
162546	MD	5
162547	LG	5

## ACCESSORIES



Catalog No.	OPA Occluded Snap Tip	Qty	Catalog No.	OPA Open Snap Tip	Qty
264000	7mm	5	264005	4mm	5
264001	8mm	5	264006	8mm	5
264002	9mm	5	264007	10mm	5
264003	10mm	5			
264004	11mm	5			

## OPA ZIP TIPS



Catalog No.	OPA ZipTip Left	Vent Size	Catalog No.	OPA ZipTip Right	Vent Size
2644004	SM	None	2643004	SM	None
2644104	SM	.020	2643104	SM	.020
2644204	SM	.060	2643204	SM	.060
2644304	SM	.098	2643304	SM	.098
2646004	MD	None	2645004	MD	None
2646104	MD	.020	2645104	MD	.020
2646204	MD	.060	2645204	MD	.060
2646304	MD	.098	2645304	MD	.098
2648004	LG	None	2647004	LG	None
2648304	LG	0.100	2647304	LG	0.100

## RIC ZIP TIPS

Catalog No.	RIC ZipTip Left	Vent Size	Catalog No.	RIC ZipTip Right	Vent Size
2614004	SM	None	2613004	SM	None
2614104	SM	.020	2613104	SM	.020
2614204	SM	.060	2613204	SM	.060
2614304	SM	.098	2613304	SM	.098
2616004	MD	None	2615004	MD	None
2616104	MD	.020	2615104	MD	.020
2616204	MD	.060	2615204	MD	.060
2616304	MD	.098	2615304	MD	.098
2618004	LG	None	2617004	LG	None
261008	LG	0.100	2610090	LG	0.100



# ACCESSORIES

## OTE ZIP TIPS



Catalog No.	OTE ZipTip Left	Vent Size	Catalog No.	OTE ZipTip Right	Vent Size
1624004	SM	None	1623004	SM	None
1624104	SM	.020	1623104	SM	.020
1624204	SM	.060	1623204	SM	.060
1624304	SM	.098	1623304	SM	.098
2616004	MD	None	2615004	MD	None
2616104	MD	.020	2615104	MD	.020
2616204	MD	.060	2615204	MD	.060
2616304	MD	.098	2615304	MD	.098
2618004	LG	None	2617004	LG	None
N/A	LG	.020	N/A	LG	.020
N/A	LG	.060	N/A	LG	.060
261008	LG	.098	2610090	LG	.098

## ACCESSORIES



Catalog No.	BTE ZipTip Left	Vent Size	Catalog No.	BTE ZipTip Right	Vent Size
2612004	X-SM	None	261004	X-SM	None
162825	SM	None	162826	SM	None
162827	MD	None	162828	MD	None
1628004B	LG	None	162704B	LG	None
162829	SM	.060	162830	SM	.060
162831	MD	.060	162832	MD	.060

### Wax Pick



Catalog  
No.  
  
007213

### Wax Brush



Catalog  
No.  
  
007214



RidWax Insert

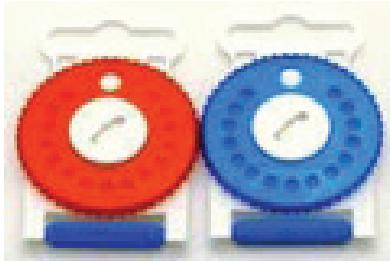
Catalog  
No.  
  
003223 LEFT  
  
003222 RIGHT



RidWax Swival

Catalog  
No.  
  
003225 LEFT  
  
003224 RIGHT

## ACCESSORIES



Catalog No.		Qty.
168750	RED	15 pcs w/Tool
168751	BLUE	15 pcs w/Tool



Catalog No.	Qty.
003264	8 pcs/ pk



Catalog No.	
005123	LARGE
005122	SMALL



Catalog No.	Qty.
003258	6 pcs/ pk

ACCESSORIES



Catalog No.	Catalog No.	Catalog No.
CANPINK	CANGOLD	CANAQUA
CANBLUE	CANPURPLE	CANSILVR
CANRED	CANORANGE	
CANGREEN	CANBLACK	



Earasers not included

Catalog No.
LIGHT-GOLD
LIGHT-RED
LIGHT-BLUE
LIGHT-BLACK



Catalog No.	Starter Kit
Start-M1XSS	XS/SM
Start-M1SM	SM/MD
Start-M1ML	MD/LG

# ACCESSORIES



Catalog No.	Qty
ERSWIPES	30

Catalog No.  
CLEANKIT



Catalog No.  
ERSRK-2L  
ERSRK-2M  
ERSRK-2S  
ERSRK-2XS



Catalog No.  
ERSRPRO-2L  
ERSRPRO-2M  
ERSRPRO-2S  
ERSRPRO-2XS



ACCESSORIES

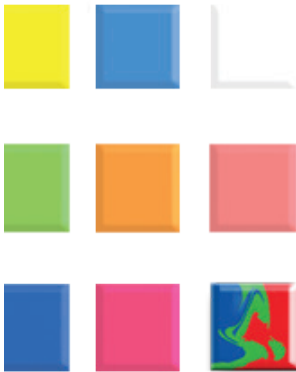


Catalog No.	Style
41402	Plastic

Hearing Instruments not included



Custom Swimmers Plugs



Splash Colors

Impressions Required



Catalog No.	Filter	Filter Color
702055	ER-15	PAIR Red & Blue
702056	ER-9	PAIR Red & Blue
702056C	ER-9	PAIR Clear
702057	ER-25	PAIR Red & Blue



Catalog No.	Color
MOISTUREGUARD	Cherry
MOISTUREGUARDWT	Walnut
MOISTUREGUARDC	CUSTOM LOGO

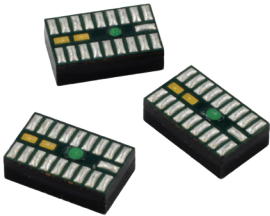
The Moisture Guard™ creates dry heat which evaporates moisture, liquefies oils, and dries out earwax for easy removal. This type of regular maintenance extends the life of your instruments, keeps them working at their peak performance, and helps prevent costly repairs.

# COMPONENTS

COMPONENTS	No. of Styles	Different Types	Page
Circuits	7	CLARET, EVOK 500, EVOK 900, OLE	40
Microphones	4	EK, FG, TO, TP	40
Receivers	8	DFK, DTEC, ED FFC, FFH, FK	41
RIC Receivers	2	OPA, EVOK	41
Volume Controls	2	PJ	42
VC Caps	12	PJ	43
Trimmers	12	M17, PJ	44
Face Plate	12	13, 312, 10A	44
Battery Doors	24	13, 312, 10A	45
Wire	1	38, 34 AWG	45
Wire	1	LITZ	46
Switches	3	ACTION	46
Switch	1	MAGNETIC	46
Sockets	2	COLOR	48
Coil	1	LB CHARGING COIL	48
Coil	1	PASSIVE COIL	48
Coil	1	AMPLIFIED COIL	48
Coil	1	AUTO T/COIL MAGNET	48

COMPONENTS

Circuits



Catalog No.	Circuit	Type
001549CS	Claret	Trimmer
001549MT	Evok	2 Channel
001548	Monet	4 Channel
001550	Evok	4 Channel
001553	Olé	8 Channel IIC
001556	Evok	8 Channel

Microphones \*



Catalog No.	Type	* LEGACY PARTS
009626	TO 4611	AVAILABLE IN QUANTITIES OF 50 OR MORE
009606	EK 3024	
009633	TP 4617	
009624	FG 6726 Matched	

# COMPONENTS

## TRANSDUCERS \*



Catalog No.	Type	* LEGACY PARTS
009837	BK 1911	AVAILABLE IN QUANTITIES OF 50 OR MORE
009836	ED 7156	
009849	FFC 6171	
009824	FFC 6795	
009844	FFC 6792	
009841	FFH 3373	
009847	FK 6768	
009848	DTEC 3088	
009850	RAB32146	

## OPA Links



LEFT RU	RIGHT RU
OPRUSL	OPRUSR
OPRUML	OPRUMR
OPRULL	OPRULR

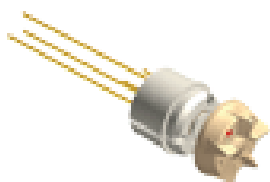
# COMPONENTS

## Non-OPA Links



Catalog No.	Size	Type
43020	0B SM	Left WB 110dB
43021	0B SM	Right WB 110dB
43022	1B MD	Left WB 110dB
43023	1B MD	Right WB 110dB
43024	2B LG	Left WB 110dB
43025	2B LG	Right WB 110dB
43026	3B X-LG	Left WB 110dB
43027	3B X-LG	Right WB 110dB
43040	0B SM	Left PWR 124dB
42041	0B SM	Right PWR 124dB
43042	1B MD	Left PWR 124dB
43043	1B MD	Right PWR 124dB
43044	2B LG	Left PWR 124dB
43045	2B LG	Right PWR 124dB
43046	3B X-LG	Left PWR 124dB
43047	3B X-LG	Right PWR 124dB

## Volume Contrls



Catalog No.	Size	Type
002460	PJ100K C01	Left WB 110dB
002461	PJ100K C01	Right WB 110dB



002329	Digital	Scoller
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## COMPONENTS

### Full Size Model 11 Caps



Catalog No.	Color	Type
002038	PINK	KNOB
002039	MD TAN	KNOB
002040	CARML	KNOB
002041	BLCK	KNOB
002042	PINK	HIRISE
002043	MD TAN	HIRISE
002044	CARML	HIRISE
002045	BLCK	HIRISE
002046	PINK	SSVC
002047	MD TAN	SSVC
002048	CARML	SSVC
002049	BLCK	SSVC

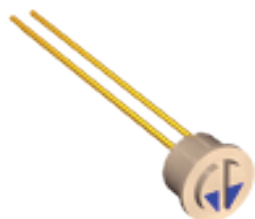
### Canal Size Model 12 Caps



Catalog No.	Color	Type
002050	PINK	KNOB
002051	MD TAN	KNOB
002052	CARML	KNOB
002053	BLCK	KNOB
002054	PINK	HIRISE
002055	MD TAN	HIRISE
002056	CARML	HIRISE
002057	BLCK	HIRISE

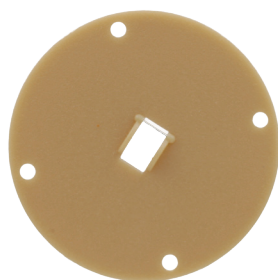
## COMPONENTS

Trim Pots



Catalog No.	Color	Type
002941	PINK	M17 200K C1
002951	MD TAN	M17 200K C1
002973	CARML	M17 200K C1
002975	BLCK	M17 200K C1
002112	PINK	PJ63 200K C1
002113	MD TAN	PJ63 200K C1
002125	CARML	PJ63 200K C1
002112k	BLCK	PJ63 200K C1

Face Plates



Catalog No.	Type	Color
003616	10A FLAT PRG	PINK
003619	10A FLAT PRG	TAN
003628	10A FLAT PRG	CARML
003622	10A FLAT PRG	MD TAN
003624	10A FLAT PRG	BLACK
003631	312 FLAT PRG	PINK
003634	312 FLAT PRG	TAN
003637	312 FLAT PRG	CARML
003640	312 FLAT PRG	MD TAN
003643	312 FLAT PRG	BLACK
003646	13 FLAT PRG	PINK
003649	13 FLAT PRG	TAN
003652	13 FLAT PRG	CARML
003655	13 FLAT PRG	MD TAN
003675	13 FLAT PRG	ORANGE



## COMPONENTS

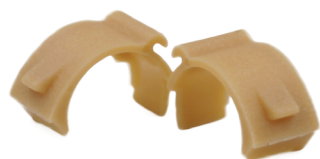


Catalog No.	Type	Color
003617	10 FLAT PRG	LT PINK
003618	10 FLAT PRG	RT PINK
003620	10 FLAT PRG	LT TAN
003621	10 FLAT PRG	RT TAN
003623	10 FLAT PRG	LT CARML
003624	10 FLAT PRG	RT CARML
003629	10 FLAT PRG	LT MD TAN
003630	10 FLAT PRG	RT MD TAN



Catalog No.	Type	Color
003632	312 FLAT PRG	LT PINK
003633	312 FLAT PRG	RT PINK
003635	312 FLAT PRG	LT TAN
003636	312 FLAT PRG	RT TAN
003638	312 FLAT PRG	LT CARML
003639	312 FLAT PRG	RT CARML
003641	312 FLAT PRG	LT MD TAN
003642	312 FLAT PRG	RT MD TAN

## COMPONENTS



Catalog No.	Type	Color
003632	312 FLAT PRG	LT PINK
003633	312 FLAT PRG	RT PINK
003635	312 FLAT PRG	LT TAN
003636	312 FLAT PRG	RT TAN
003641	312 FLAT PRG	LT MD TAN
003642	312 FLAT PRG	RT MD TAN
003638	312 FLAT PRG	LT CARML
003639	312 FLAT PRG	RT CARML



Catalog No.	Type	Color
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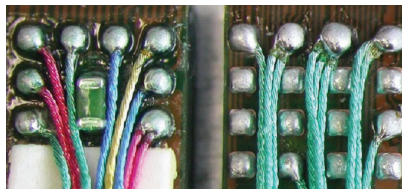
005101	#38 WIRE 50'	CLEAR
005102	#38 WIRE 50'	GREEN
005103	#38 WIRE 50'	RED



005104	#34 WIRE 50'	GREEN
005105	#34 WIRE 50'	BLUE
005106	#34 WIRE 50'	RED

# COMPONENTS

## Litz Wire

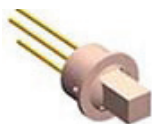


Catalog No.	Type	Color
005138	1.5" ESW LITZ	RED
005139	1.5" ESW LITZ	GREEN
005140	1.5" ESW LITZ	GOLD

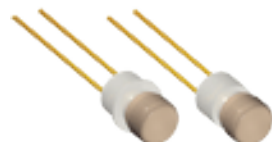
## Switches



Catalog No.	Type	Color
002207	MICRO TOGGLE	PINK
002215	MICRO TOGGLE	MDKTN



002218	MOMENTARY	PINK
002219	MOMENTARY	MDKTN



002227	PUSH BUTTON	CARMEL
002228	PUSH BUTTON	PINK
002229	PUSH BUTTON	MDKTN



Catalog No.	Type	Color
002231	MAGNETIC REED	N/A
005139	T/COIL MAGNET	BLK

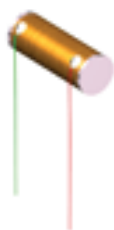
# COMPONENTS

## Sockets



Catalog No.	Type	Color
003713	SOCKET W/CAP	PINK
003714	SOCKET W/CAP	CARMEL

## Coils



Catalog No.	Type	Color
004410	CHARGING COIL	N/A
004411	PASSIVE COIL	N/A
004412	AMPLIFIED COIL	N/A
004231	T/COIL MAGNET	BLACK

# MANUFACTURING

## Lab Supplies

Part	No. of Styles	Different Types	Page
UV LIGHT MOTOR	1	ELECT. 10RPM	51
BUFFING WHEEL	1	7 in, 20 PLY	51
BUFFING WHEEL	1	4 in, 15 PLY	51
POWDER	1	PINK SOFT	52
POWDER	5	COLOR	52
BUFFING COMPOUND	1	BAR	52
MONOMER	1	LUCITE, 1GALLON	52
POWDER	2	X-PARENT	52
POWDER	1	CLEAR SOFT	52
POWDER	2	COLOR	52
PLASTISOL	1	CLEAR, 5 GALLON	53

## Tools

Part	No. of Styles	Different Types	Page
TWEEZER	1	NON METALLIC	53
PROBE	1	5.5" LGTH	53
SCISSORS	1	SM FINISH	53
PLIERS	1	NEEDLE NOSE	53
HOLDER	1	PIN VISE	53
DRILL BIT	13	VARIOUS	54
PLIERS	1	TUBING EXPDR	54
SCREW DRIVER	1	DUAL HEAD	54
KNIFE	1	XACTO HNDLE	55
BLADE	1	SNGL EDGE	55
RAZOR	1	SNGL EDGE	55
DISPENSER	1	SOLVENT	55
CLEANER	1	WHT 6" LGTH	55
8" SPATULA	1	FLATTED ENDS	55
GRINDER	1	WHT ABRASIVE #4	55
CUTTERS	3	VARIOUS	56

## MANUFACTURING

### Lab Supplies

Part	No. of Styles	Different Types	Page
BURR	2	VT-2, VT-4	56
BRUSH	3	RED SABLE	56
BRUSH	1	DENTURE	56
BRUSH	1	TOOTH	56
BURR	13	VARIOUS	56
SAW WHEEL	2	VARIOUS	56
EYE LOOP	2	7X, 10X	56

# MANUFACTURING

## Lab Supplies



Catalog  
No.

Type

Color

009904

TURNING MOTOR

N/A



BUFFING WHEEL

009001

7" UNMOUNTED

WHT

009002

4" UNMOUNTED

WHT



009022

SOFT PWDR

PINK

009072

SOFT PWDR

CLEAR

# MANUFACTURING

## Lab Supplies



Catalog  
No.

Type

Color

009023

ACRYLIC

PINK

009024

ACRYLIC

CLEAR

009025

ACRYLIC

TAN

009027

ACRYLIC

DK BRN

009031

ACRYLIC

CARMEL



009035

Buffing Compound  
1lb Bar

GREY



009037

LUCITE 1 GAL.\*

CLEAR

\* SHIPPED FROM MANUFACTURE



009058

X-PARENT

BLUE

009059

X-PARENT

RED

009073

ACRYLIC

RED

009074

ACRYLIC

BLUE



# MANUFACTURING

## Lab Supplies



Catalog No.	Type	Color
009077	PVC 5 GAL	CLEAR

## Tools



501001	NON-MAGNETIC	SILVER
--------	--------------	--------



501002	5.5"	SILVER
--------	------	--------



501003	4"	SILVER
--------	----	--------



501005	5"	GREEN
--------	----	-------



501006	7"	SILVER
--------	----	--------

# MANUFACTURING

## Tools



Catalog No.	Type	Color
501007	M17 TRIMPOT	BLACK
501008	MICROPHONE	BLACK
501009	SM MICS	BLACK
501010	OTR CONTACT	BLACK
501011	DIR CONTACT	BLACK
507012	INR CONTACT	BLACK
501013	M11 VC	BLACK
501024	RIDWAX	BLACK
501026	M12 VC	BLACK
501034	HI HAT TRIMPOT	BLACK
501036	#48	BLACK
501042	#7 - .201"	BLACK
501048	#50 - .0197"	BLACK



Catalog No.	Type	Color
501015	TUBE EXPDR	METAL



501016	RVRSBL HEAD	METAL
--------	-------------	-------

# MANUFACTURING

## Tools



Catalog  
No.

Type

Color

501017

XACTO KNIFE

METAL

501018

XACTO BLADE

METAL



501025

SINGLE EDGE  
RAZOR BLADE

METAL



501031

SOLVENT  
DISPENCER

X-LUCENT



501045

6" PIPE  
CLEANER

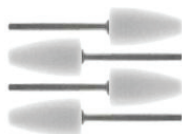
WHITE



502009

8" SPATULA

METAL



502028

GRINDER  
4" FLAME

WHITE

# MANUFACTURING

## Tools



Catalog  
No.

Type

Color

502013

STRAIGHT CUTTER

METAL

502038

PEAR SHAPE

METAL

502039

POINTED CUTTER

METAL



503007

RND 0.7 MM

STEEL

503010

RND 1.0 MM

STEEL

503013

RND 1.3 MM

STEEL

503015

RND 1.5 MM

STEEL

503017

RND 1.7 MM

STEEL

503018

RND 1.8 MM

STEEL

503019

RND 1.9 MM

STEEL

503021

RND 2.1 MM

STEEL

503025

RND 2.5 MM

STEEL

503031

RND 3.1 MM

STEEL

503037

RND 3.7 MM

STEEL



503060

WHEEL #161

STEEL

503080

WHEEL #234

STEEL



505012

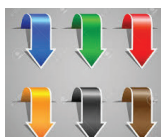
7X PWR

GLASS

505013

10X PWR

GLASS



505010

INSPECTION  
ARROWS

VARIOUS

# MARKETING

## Display Tools



BLUE	RIC-OTE	PLASTIC
RED	RIC-OTE	PLASTIC
YELLOW	RIC-OTE	PLASTIC
ORANGE	RIC-OTE	PLASTIC



RED	CUSTOM	PLASTIC
YELLOW	CUSTOM	PLASTIC
ORANGE	CUSTOM	PLASTIC
BLUE	CUSTOM	PLASTIC



YELLOW	BTE	PLASTIC
ORANGE	BTE	PLASTIC
BLUE	BTE	PLASTIC
RED	BTE	PLASTIC



ORANGE	MINI BTE	PLASTIC
BLUE	MINI BTE	PLASTIC
RED	MINI BTE	PLASTIC
YELLOW	MINI BTE	PLASTIC



ERSRSTASHAS	TABLE TOP DISPLAY	PLASTIC  MULTI COUNT
-------------	----------------------	----------------------------

## MARKETING

### Display Tools



ERSRDISPLAY

COUNTER TOP  
DISPLAY

CARDBOARD  
MULTI COUNT



ERSRDISPLAYHOL

COUNTER TOP  
DISPLAY

CARDBOARD  
MULTI COUNT



ERSRSTASHBP

COUNTER TOP  
DISPLAY  
EARASERS

CARDBOARD  
14 COUNT



PREMIER CASE

ELITE PRESENTATION CASE



# MARKETING

## Delivery Packages



No Label PRESENTATION CASE

BTE Case sold separately



Send us your logo to put on the bag

Delivery Bag  
W/ your LOGO

WHITE



007243

CLAM SHELL  
W/ LOGO

BLACK

007244

CLAM SHELL  
NO LOGO

BLACK



007246

BTE CASE  
w/ LOGO

PLASTIC

007245

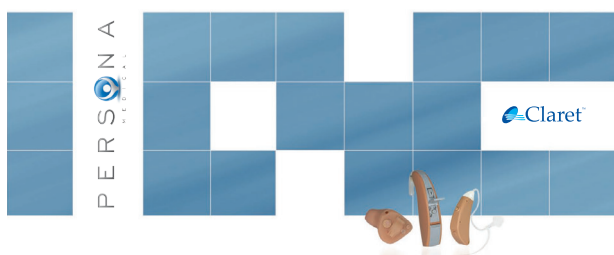
BTE CASE  
NO LOGO

PLASTIC



# MARKETING

## Consumer Brochures



CLARET  
BROCHURES



EARMOLD  
BROCHURES



EVOK  
BROCHURES



Olé  
BROCHURES

OPA  
BROCHURES





## Consumer Brochures

ZIPTIPS  
FLYER



EARASERS  
FLYER

BIG SHOTS  
BROSHURE



## Invest in Persona Medical!

### We Protect Your Investment!

- 1966 Magnatone founded in Miami, FL USA.
- 1976 Magnatone establishes its headquarters in Casselberry, FL USA.
- 1981 Magnatone introduces Rechargeables
- 1987 Magnatone begins exporting products to Europe.
- 1998 Magnatone launches first programmable hearing instruments.
- 2001 Magnatone introduces 100% Digital circuits to its product line.
- 2008 Magnatone introduces first Adaptive Programming Protocol with SpeechPro.
- 2009 Magnatone rebrands to PersonaMedical
- 2011 Persona Medical launches first IIC.
- 2016 Persona Medical celebrates its Golden Anniversary.
- 2018 Persona Medical introduces Cell Phone App

### What Is Covered

Persona Medical warrants to the original consumer, the instrument to be free of defects in workmanship and material.

### How Long Coverage Lasts

This warranty lasts for a period of one year (unless extended warranty applies) from original manufactured shipping date.

### How You Can Get Service

To obtain the benefit of this warranty, deliver via prepaid transportation, the complete product to Persona Medical, Casselberry, FL or any authorized Hearing Professional.

### What We Will Do To Correct Problems

Warranted products will be repaired or replaced, at the option of Persona Medical and returned at no charge.

### What Is Not Covered

Failures due to misuse, abuse or normal wear and tear are not covered by this warranty. Excessive cerumen related repairs not due to manufacturing defects may be considered as out of warranty from customer neglect. Persona Medical shall not be responsible for any incidental or consequential damages. A processing fee will apply for any Loss and Damage claims.

### How Local Law relates to the Warranty

Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific rights, and you may also have other rights, which vary, from state to state, province to province, or country to country. No Other Express Warranty Applies

No employee, agent, dealer, or other person is authorized to alter this warranty or make any other warranty on behalf of Persona Medical.

### Defects in Materials and Workmanship

It is our experience that a product that fails prematurely due to a manufacturing defect in materials or workmanship, will generally do so very early in the product's life cycle, often the first or second time the product is used. When returned for inspection, these products are generally found to be in "like new" condition and show very little signs of use. It is uncommon for a product that was manufactured with a defect, to survive under normal use for any extended period of time. Products that are returned for warranty inspection after months of continuous reliable service are rarely found to be defective. The most common demand for service is the result of normal wear and tear issues, which are not considered to be a defect in materials or workmanship.

Our website offers the latest information and support available from Persona medical:

- New and existing products.
- Product information and videos.
- Order Forms & Software
- Request materials
- Contact us.
- And more . . .

