

# Special offers until 23rd December

## Batteries



You'll be pleased to hear that our popular battery special offer is back, just in time for Christmas. This is an ideal opportunity to make terrific savings.

Size 10, 13, 312, 675  
Usual Price £35.00

**Special Price £25.00**

## Cubex Christmas Hamper



Surprise your loved one this Christmas with this novel idea. Includes hearing aid batteries, digital keyring battery tester, cleaning products, cube puzzle and a festive treat. (Warning: this product may contain nuts!).

Individually priced £29.95

**Special Price £24.95**



## Hearing Aid Guardian

An innovative new product, Guardian effectively 'dries' out your hearing aids by gently warming them overnight, removing harmful moisture. Simply brush them out the following morning to remove any hardened debris.

Usual Price £49.95

**Special Price £39.95**

Note: please remember to add £2.50 P&P for mail orders

# Competition Corner



Pic. 1



Pic. 2

Congratulations to the winner of our autumn issue anagram brainteaser, C. Maddern from Yorkshire, who receives a £25.00 Marks & Spencer voucher.

The answers were:

(1) the country side, (2) Clint Eastwood, (3) listen, (4) astronomers, (5) eleven plus two

We only had a handful of entries, some of which were highly entertaining to read, so we decided to award all the runners-up a free packet of hearing aid batteries.

In keeping with the light-hearted tone of this issue, we have decided to run a fun competition.

Spot the five differences between these two colourful wreaths by circling them on picture 1.

The first correct entry opened receives a festive hamper delivered to their doorstep. Closing date for entries by post, or fax is 12th December. Good luck!

In our Autumn issue we raised the important issue of recycling and invited our readers to send or drop in their used hearing aid batteries.

Well, we were delighted with the positive response to this initiative and thought it appropriate to mention in this issue that our recycling bin is now in place and needs filling.



We are working closely with some of the leading hearing aid laboratories and are looking to raise the profile of this issue which is a national concern.

As with any environmentally friendly project, it's a case of a little effort from everyone can make a huge impact, so please think twice before throwing your used hearing aid batteries in the rubbish and use our recycling bin instead.

Thank you.





# Cubex Newsletter

Winter 2003

## Get In The Festive Spirit - Danish Style!



Celebrate the festive season Danish style at Cubex

Tuesday 9th December 2003  
10.00am - 6.00pm

at Cubex, 25 New Cavendish Street, London W1G 8LP

Indulge in authentic Danish treats and warm mulled wine. Meet the legendary trolls!

Meet Bridgitte Harley from Oticon Denmark's leading name in quality hearing care products and experience a whole new way of listening to speech in noise with our FREE demonstration

FREE present for everyone who comes along



Independent Hearing Aid Audiologists



Denmark has always led the way in technical innovations and design. This tradition continues with Oticon and their constantly high quality, proven hearing solutions.

Why not come along to our Danish style mulled wine day 10.00am - 6.00pm on the 9th December when we will also be displaying hearing aids from the Oticon range;

### Christmas Holiday Opening Hours

Please note that we will be closing for Christmas and the New Year period at 5.00pm on Tuesday 23rd December 2003 and will reopen at 9.00am on Monday 5th January 2004. We send all our readers Christmas Greetings and Best Wishes for the year ahead.

### A note for your....

Our diaries are back by popular demand! We have a limited supply of stylish, easy to read 2004 diaries available on a first come first serve basis. Please ask our receptionist, Linda, for one when you next visit us.



adapto™

### the first hearing aid that understands people

- VoiceFinder - instant voice recognition whenever speech is present; improved understanding and comfortable listening
- "Open Ear" acoustics - natural sound without feeling "blocked up"
- True feedback cancellation, spells the end of annoying whistling
- Greater comfort, less fatigue, overall better sound quality
- Puts background noise where it is supposed to be - well and truly in the background

gaia

### a new balance in hearing

- Comfortable sound quality, enhanced speech intelligibility
- "Open-Ear" acoustics reduce that 'plugged-up' feeling
- Freedom to manually switch to directional (speech-enhanced) mode if the situation dictates
- Reduces disturbing whistling with Gaia's outstanding feedback cancellation
- Excellent, affordable technology for a less demanding lifestyle



# The Year's Highlights...



**Jan 03**

Jenny Boban joined us. Jenny 'defected' from the NHS to the private sector bringing with her a wealth of experience in paediatric and diagnostic skills, further enhancing our enviable reputation for quality hearing care.



**Mar 03**

Adam, accompanied by his youngest daughter, Emily, flew out to Nepal with the BRINOS team. This year's visit resulted in the successful fitting of 45 new patients, bringing the total to 144 since Adam first started his charity work there.



**Apr 03**

Kevin earned Fellowship status at the Society of Hearing Aid Audiologists, by swatting up in his free time and accruing sufficient credits of continuing education. He joins Adam who gained this prestigious title last year, ranking them among the most highly respected hearing aid audiologists in the galaxy!



**May 03**

Kevin and Mary attended a Hearing Concern conference at Kingston University in London to voice the private sector's view on hearing care. The audience seemed impressed with the Cubex ethos and learned some very useful tips from Mary and Kevin on client care and satisfaction. It also gave us an insight into what developments are taking place in the N.H.S.

**Jul 03**

Cubex made its first appearance at the 11th British Academic Conference in Otolaryngology and ENT Expo held at the International Convention Centre in Birmingham. BACO is the main scientific meeting for Ear, Nose, Throat, Head and Neck Specialists, bringing together eminent surgeons, consultants and hospital doctors from around the world.

**Sep 03**

Our Perseo Open Days saw the launch of an outstanding new revolutionary hearing computer from the Swiss geniuses, Phonak. Clients, both old and new, came in their droves to find out what all the fuss was about and were suitably impressed with the demonstrations.

**Nov 03**

Cubex co-sponsored the Royal Society of Medicine at one of their best-attended meetings of Otorhinolaryngologists. This offered an excellent opportunity to make new friends (and catch up with old ones) in the ENT field and to showcase the latest advancements in hearing aid technology, much of which is only available privately.



# 'Deaf for a Day' by Evening Standard reporter Kitty Dimbleby

It was with great pleasure that Cubex welcomed Evening Standard reporter Kitty Dimbleby in October. Kitty was shown around the premises and informed of the Cubex service before silicone plugs were inserted into her ears and she was temporarily "deafened".



*The article was featured in a recent edition of the 'London Jobs' section of the Evening Standard.*

Richard and Kevin then escorted her around the streets of London so that she could gain some insight into what it is like being a hearing impaired person for a day.

Activities included: shopping at Selfridges, ordering coffee in 'Coffee Republic', going to the Post Office, and buying a paper at a newsagents before meeting up with Jenny and a few friends for drinks in a Notting Hill pub.

Kitty commented on the difficulty of hearing group conversation - particularly in background noise - and the amount of concentration required to hear even in 1:1 conversation.

By evening, she was extremely relieved to remove the plugs from her ears and enter the 'hearing world' once again. Unfortunately, for many hearing impaired people, everyday life can be a struggle and it was useful to be able to demonstrate the communication difficulties to Kitty.

## CIC winner



If you attended our recent Open Days you will know that you had the chance to win a free pair of Phonak Perseo CIC hearing aids, courtesy of Phonak UK.

We are delighted to announce that the winner is Sue Willetts.

At the time of going to press, Sue Willetts is awaiting delivery of her new hearing aids. Many of you commented how impressed you were with the demonstration at our Open Days and we are confident she will obtain significantly increased hearing benefits.

## TV Competition winner



Congratulations also to the winner of our Open Day prize draw, Dorothy Zurawel, pictured here with Kevin.

Dorothy's name was the first pulled out of the hat of those who attended our Perseo Open Days in September.

Thank you to all of you who came along, we hope you enjoyed the experience.