

Titanium is the new black

It's an exciting time in the realm of hearing aids. Not only are electronic components getting smaller and hearing performance increasing, but the use of new innovative materials are being utilized, introducing new possibilities. While traditional hearing aids are made of acrylic and other composites, advancements in technology have allowed for a new material to hit the market... enter titanium.

Terrific Titanium

Renowned for being extremely durable and light-weight, titanium is used for various premium products such as high performance vehicles, watches and aircrafts and even in the medical industry for surgical implants – so why not use this resourceful material to build a hearing aid?



Phonak Virto B-Titanium in-the-ear hearing aids

Well, thanks to its properties, titanium makes for an optimal material for in-the-ear hearing aids – which sit inside the ear canal. Why? Being 15x stronger than acrylic shells, titanium allows for a hearing aid shell to be built as thin as a piece of paper, reducing its size significantly.

The Art of Discretion

Because most hearing aid wearers are concerned about their hearing aids being visible, in-the-ear hearing aids are created to remain out of sight. Swiss hearing aid manufacturer Phonak has a new addition to its extensive portfolio that offers a super discreet fit along with excellent hearing performance. Custom-made to perfectly fit individual ears and personal hearing needs, the new Phonak Virto™ B-Titanium hearing aid is created from medical grade titanium using a sophisticated 3D printing technology – making it the smallest hearing aid Phonak has ever produced!

So, if you're looking for a hearing aid that is super discreet and built to withstand the hard knocks that life can bring, then a Phonak Virto B-Titanium certainly is the new black!



For more information contact xxxxx
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this new generation of Titanium
custom-made hearing solutions