

Beltone First to Hearing Aid Market... Again!

Sometimes, it's nice to be first. Being first with the latest technology is especially gratifying.

Beltone, with more than 1,500 locations, is this country's largest hearing aid center. Beltone was the first to introduce the clear-tube technology, making for a more comfortable hearing experience; and now, they have become first to the hearing aid market again with **NanoBlock™**.

NanoBlock™ is a coating used to protect nationally-known athletic gear, mobile phones, MP3 players and now, Beltone hearing aids.

This technology protects against harmful effects of the everyday environment. Beltone's HPF80 **NanoBlock™** coating safeguards the entire hearing instrument from dirt, moisture, changes in temperature and humidity to ear wax and skin oils. This virtually ends the need for a dehumidifier.



It protects your hearing instruments like sunblock protects your skin. Beltone is the only hearing aid company to offer **NanoBlock™**, but that's not where it ends.

Within the next 30-60 days, Beltone will introduce a revolutionary hearing aid called, "**TRUE™**." This is the world's smallest receiver-in-ear instrument.

Beltone's **TRUE™** is virtually **INVISIBLE** when worn! The complete True lineup is tiny, ultrathin and feather-light for unbeatable comfort and cosmetic appeal.

Are you a **TRUE Believer**? Stay tuned for more True Facts about **BELTONE TRUE!** Coming Soon.

So there you have it. The most technologically advanced hearing aid company in the country leads the industry again.

Beltone sets the standards by which all other hearing aid companies are measured. Shouldn't you be with Beltone? Call them for a free comprehensive hearing test today. 497-3900.



Ivy's Pet Project *Lending a "Paw" to homeless animals*

There is a place in our community where the hungry are fed, the homeless are sheltered, and the lost and abandoned are comforted. It is the Virginia Beach SPCA.

My humans have been helping out the Virginia Beach SPCA by donating bags of pet food and other supplies; and I thought that you might want to help the homeless animals there, too. To make it easy for the residents of West Neck, **there is a box for donations at the Village Hall.** The dogs prefer Purina One Dog Chow (dry), and the cats like Purina One Cat Chow (wet or dry); but they will accept any brand of pet food.

They also have a "wish list." Check it out.

- ✓ Kongs
- ✓ Toys (unstuffed)
- ✓ Rawhide Chews
- ✓ Non-clumping kitty litter
- ✓ Hamster/Gerbil Food
- ✓ Wild Bird Seed
- ✓ Duck Mash
- ✓ Cracked Corn
- ✓ Dog & Cat Toys (hard toys, not stuffed for sanitary reasons)
- ✓ Peanut Butter
- ✓ Towels

The SPCA has many dogs and cats available for adoption. They currently have a special program for senior citizens to adopt these animals with reduced adoption fees.

So, if you are looking for a loving companion, please visit the Virginia Beach SPCA at 3040 Holland Road; or for more information, contact them at 427-0070.

**Be a lifesaver:
Adopt from the Virginia Beach SPCA.**

And remember: Saving one animal won't change the world, but surely, the world will change for one of my friends.

Tell them Ivy sent you.

