

Veterans Drip Campaign

1 landing page/ houghear.org/veteransdeservethebest

Email 1

Hearing Loss Cuts at the Heart of Relationships

Dear <NAME>,

Imagine leaving your life as you know it. Imagine leaving your family. Your friends. Your home. And without knowing if you will ever step foot back in your front door again. Imagine leaving all this and going to fight for your country. **Imagine, finally coming home but carrying the burden of hearing loss and/or tinnitus. This is the reality of 2.7 million U.S. veterans.** Maybe you know someone who has bravely done all of these things and more. Maybe that someone is you.

Military personnel are constantly exposed to damaging noise from weapons, artillery fire, vehicles, and more **Noise induced hearing loss like this impacts over half of our U.S. troops. And tinnitus**, which can take form as a ringing, buzzing, high-pitched whistle, or other constant sound that is present in the ear (s), **affects 52% of combat vets.**

Our husbands, wives, sons and daughters make a tremendous sacrifice when they choose to serve on our behalf and for our country. So many come home with hearing loss and tinnitus. **Hearing loss and tinnitus can't be seen, but they are felt. These invisible scars show up in the form of isolation, cutting at the heart of their relationships. It can affect work, family, and marriage. Hearing loss and tinnitus can even worsen depression and PTSD.**

BUT, what if I told you that HEI is close to creating a world where our soldiers can come home unaffected by noise induced hearing loss? Imagine a world where those with tinnitus can hear the sound of silence. Imagine the answer is as simple as taking a pill.

Next week, I want to share with you **what I am doing to help provide our brave veterans the very best.**

At your service,

Justin De Moss (signature)

Veterans Drip Campaign

Email 2

Thank You to our Military

Dear <NAME>,

We can and should thank our veterans for their dedication to our freedom. We can and should thank them for the sacrifices they make on a daily basis, whether they are at home or abroad. **But at HEI we believe we can do more than thank our heroes. We can help them.**

Hough Ear Institute knows the impact that combat can have on military personnel and veterans, especially when related to hearing loss. I want to share with you a personal story of these impacts:
(Insert Video Link)

Dr. Hough and Dr. Kopke both invested their lives serving our country. They have seen and experienced the impact that military service can have on hearing.

I also hold a great reverence and respect for our military. **I believe our veterans deserve the best treatment possible. Researchers at HEI are working** on a cutting-edge pill that was originally intended **to prevent noise-induced hearing loss for those going into combat.** And as the team invested their thoughtful research into this project, **we discovered the pill also has restorative properties.**

Today our focus is placed on using this research to finalize the development of this pill to prevent and treat our military's hearing loss and tinnitus. This pill will rebuild relationships. This pill will reconnect our military with the world around them. Possibilities will be renewed.

More than 2.7 million veterans currently receive disability benefits for hearing loss or tinnitus. I want to significantly lower that number. **I am asking for your help. Help me give our veterans the hope they deserve. Help me bring relief to our veterans.**

Join me in financially supporting this research to help our active military and veterans. Join me in being a hero to those who have courageously proven to be our heroes.

Give now by going to <http://houghear.org/veteransdeservethebest>

Thank you to our Veterans today and every day.

At your service,

Justin De Moss (signature)

Veterans Drip Campaign

Email 3

Our Veterans Deserve the Best

Our veterans deserve the best. At Hough Ear Institute we have an amazing group of people working to restore natural hearing through new technologies. **We are working to provide the best for our veterans.** We're very excited to share these breakthroughs with you.

Did you know:

- **hearing loss and tinnitus affect 60 percent of our veterans who return home from war?**
- more than 2.7 million veterans currently receive disability benefits for hearing loss or tinnitus?
- tinnitus is the number-one disability among veterans. It affects 1.79 million veterans?
- 72% of veterans with tinnitus were also diagnosed with a form of anxiety, 60% had depression, and 58% experience both anxiety and depression?
- the VA pays for one in five hearing aids sold in the U.S.?
- hearing loss and tinnitus severely affect the performance of military personnel and reduce effectiveness?
- hearing loss and tinnitus present a significant financial burden for both military personnel and civilians?

My hope? **A hearing loss pill.** This pill works by regenerating meaningful nerve connections between the hair cells in the inner ear and the auditory nerves., The result is a restoration of natural hearing function. Much nerve damage is caused by noise induced hearing loss – like what our armed forces experience so frequently – and that's just what this pill is designed to help correct. This drug has been shown to reduce tinnitus in pre-clinical studies. This excites us! Because right now there is no FDA approved treatment or cure for tinnitus

The Hough Ear Institute is ready to begin phase II clinical trials for the first ever FDA approved treatment for tinnitus and hearing loss.

If you would like to join us in giving our Veterans the best treatment possible, you can give help now at <http://houghear.org/veteransdeservethebest!>

Your donation says “thank you” to our brave veterans. Your gift shows your support of our country's defenders. Your contribution illustrates your dedication to giving the best to those who've given their all.

Support our veterans today at <http://houghear.org/veteransdeservethebest>.

At your service,

Justin De Moss (signature)

Veterans Drip Campaign

Email 4

Our Veterans Deserve the Best – You're the Answer

Hi <NAME>,

Thank you for journeying with us on the road of restored hearing for our military heroes. I hope you will join us in **giving hope and relief to those suffering from hearing loss and tinnitus. You can be a part of the solution by supporting** our quest to have the first ever FDA approved treatment for tinnitus and acquired hearing loss! You can make a difference in the lives of millions. **You can help veterans regain their confidence, rest well, ease their anxiety and depression, and so much more.** But most importantly – you're helping to restore their relationships by **removing the distraction of hearing loss and tinnitus.**

Today, you are joining others as we stand up to give our veterans the best. Whether you support this research because you suffer from hearing loss and/or tinnitus, or because you know someone who does – **you are a hero!**

Hearing loss and tinnitus don't wait to disconnect people from life, and we're not waiting for the treatment – we're creating it! **Please support our veterans who suffer. Every dollar give hope to a bright future. Give help now at <http://houghear.org/veteransdeservethebest> .**

Thank you again for standing up and supporting those who've selflessly supported and defended us all. **Thank you for giving our veterans what they deserve – the best.**

At your service,

Justin De Moss (signature)