

What is Reese's Law?

Reese's Law – signed by President Biden on August 16, 2022, states that all button, coin and hearing aid batteries – and devices powered by those batteries – must comply with these standards;

- Batteries (all button, coin cell, lithium coin cell, silver oxide and hearing aid batteries) must be packaged in Child-Resistant Packaging.
- Batteries and devices must have specific warning copy on their packaging.

When does the law come into effect?

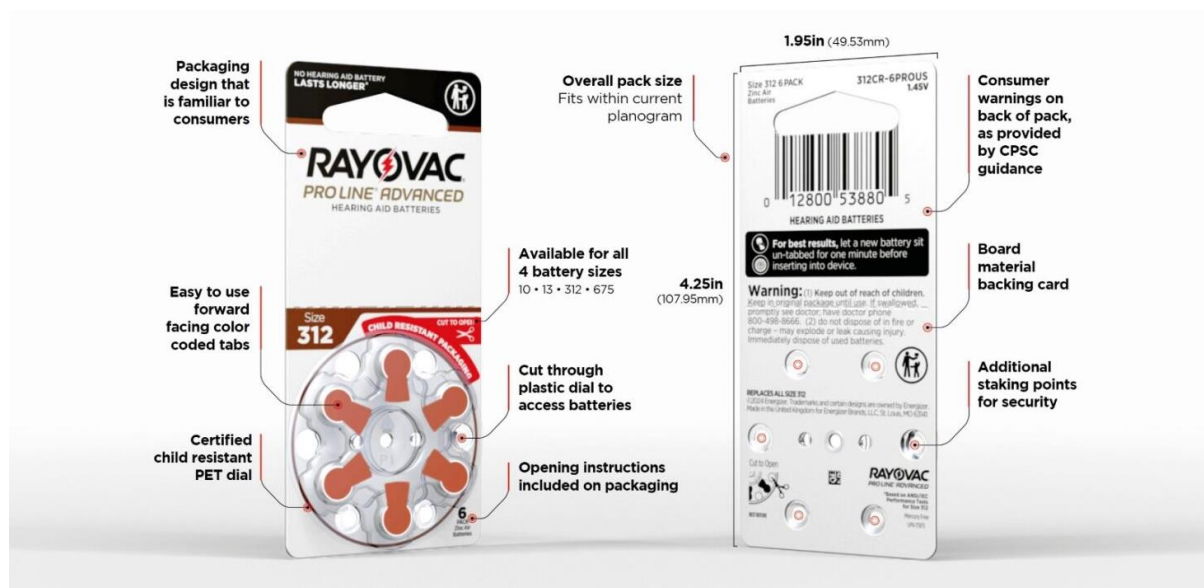
The law comes into effect from March 8, 2024, meaning that any batteries produced on or after March 8 need to be in child-resistant packaging in order to be in compliance with the new U.S. regulations.



Are RAYOVAC® hearing aid batteries compliant with Reese's Law?

Yes, we are pleased to share that we have developed our **NEW child resistant hearing aid battery packaging**, in compliance with Reese's Law, which has also been certified in independent testing.

The new packs will be **100% child resistant*** but **senior-considerate***, and with no changes to the same high quality hearing aid batteries – **no hearing aid battery lasts longer****.



Can I still sell stock I already have, that isn't in child resistant packaging?

Yes, you can continue to sell stock that isn't in child resistant packaging.

Anything **produced before March 8, 2024**, in our current packaging which has cleared U.S. customs (where applicable) and is in the market, is still in compliance and can be sold. So, if you have finished goods in your warehouse or stores, or if Energizer has finished goods in its U.S. warehouses, these can continue to be sold through until exhausted.

Anything **produced on or after March 8** needs to be in child-resistant packaging in order to be in compliance with the new regulations.

We have not made any product in non-child resistant packaging post March 7, 2024 for the U.S. market.

Will consumers be allowed to buy and use hearing aid batteries if they are in the old packs after March 8?



Yes, there is nothing preventing consumers from buying hearing aid batteries in the old packs after March, 8, 2024.

The switchover for child resistant pack **production** happens on March 8, 2024, but it doesn't mean that previous packaging won't still be in the market.

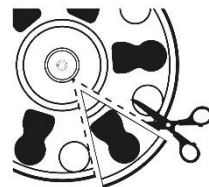
It will probably take some months for the old stock to become completely exhausted.

How will consumers be able to get into the new child resistant packaging?

Consumers will be able to access the hearing aid batteries in the new child resistant packaging by using scissors to cut through the packaging. The packaging will feature symbols and text about how to access the batteries.

With instruction, the new battery packs can be opened in seconds by seniors. 99% of seniors are able to open the pack for the 1st time in less than a minute. On the second attempt this time halved and consumers become faster with more familiarity.*

Instructions:



Cut to open

Can I still buy my regular brand in child resistant packaging?

It is likely that you are currently purchasing RAYOVAC® Pro Line® or RAYOVAC® Xcell or RAYOVAC® EXTRA branded hearing aid batteries.

As we move forward with child-resistant packaging, we looked to streamline our operations and RAYOVAC® Pro Line® will be our key branded offering for hearing care professionals.

If you currently order RAYOVAC® Pro Line®, you can continue to do so.

RAYOVAC® Xcell will be discontinued. If you are a RAYOVAC® Xcell customer, then you will need to switch to ordering RAYOVAC® Pro Line® once you transition to child-resistant packaging.

If you currently order RAYOVAC® EXTRA, you can continue to do so.



What support is available if consumers have any questions, problems or feedback?

You can find information on www.thepowerofhearing.com. Here, there is a dedicated webpage with information, graphics and videos about RAYOVAC's new child-resistant packaging and how to access the hearing aid batteries.

You can contact your RAYOVAC Sales Manager and Customer Care contacts at 800-356-7422 or habprosales@energizer.com

There is also a RAYOVAC consumer contact email address and phoneline which can be found at <https://rayovac.com/contact-us/> should anyone need to raise any questions or issues.