



ten

'EAR-OPENING' facts about hearing loss & hearing aids

During May, which is Better Hearing & Speech Month, Amplifon Hearing Health Care encourages you to learn as much as possible about your hearing. Why? Because the more you know, the more you'll be empowered to make sound decisions about this precious sense.

one

Affects people of all ages

It's time to put aside preconceived notions about hearing loss — including the idea that hearing loss is simply a condition of old age. The fact is, only 35% of individuals with a hearing loss are over age 64, according to the Better Hearing Institute (BHI). The National Institute on Deafness and Other Communication Disorders (NIDCD) estimates that approximately 15% of Americans (26 million people) between the ages of 20 and 69 have high-frequency hearing loss due to exposure to noise at work or during leisure activities.

two

Has many possible causes

You might be surprised at how many ways you can lose your hearing. In addition to presbycusis (age-related hearing loss), causes of hearing loss include:

- ◆ Exposure to excessive noise
- ◆ Ear Infections
- ◆ Perforated eardrum
- ◆ Illness such as measles and mumps
- ◆ Bacterial or fungal meningitis
- ◆ High blood pressure
- ◆ Chemotherapy and radiation
- ◆ Meniere's disease
- ◆ Tumors
- ◆ Certain medications
- ◆ Genetics
- ◆ Autoimmune disorders such as lupus and rheumatoid arthritis



three

Diminishes quality of life

When you lose your hearing, you lose your ability to communicate with family, friends and coworkers. Studies have shown that a hearing loss can lead to social isolation and even depression. If you ignore it long enough, a hearing loss may increase the risk of dementia, falling and illness requiring hospitalization. Are you in the workforce? An untreated hearing loss translates to lower earnings — by as much as \$30,000 annually, according to a BHI study.

four

Can be prevented

You can't stop the aging process or alter your genetics. But you can take control of certain risk factors for hearing loss, especially exposure to excessive noise. Millions of Americans are exposed to hazardous sound levels on a regular basis, making this one of the leading causes of hearing loss. Fortunately, noise-induced hearing loss is almost totally preventable. Wear hearing protection whenever attending a concert, operating power equipment, shooting a firearm or exposing your ears to any sound level that exceeds 85 decibels. Also, listen to music on an MP3 player at no more than 50% volume.



five

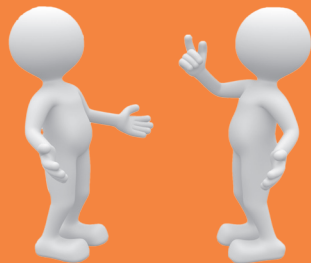
Is frequently treatable

Thanks to advances in technology, nearly 95% of people with a sensorineural hearing loss — the most common type — can be helped with hearing aids, according to the BHI.

six

Are more effective than ever

Remember Grandpa's big, clunky hearing aid? How it whistled and squealed? To borrow a popular advertising phrase, the products offered by today's hearing healthcare professionals are definitely NOT your Grandpa's hearing aids! The sound is more natural than ever. Annoying feedback is all but a thing of the past. Conversation comes through more clearly than ever, while competing noises are suppressed. In short, modern hearing aid technology far surpasses older technology in virtually every aspect of performance, comfort and convenience.



seven

Work best as a customized solution

You wouldn't go to an optical shop, get your vision tested and then buy a pair of one-size-fits-all glasses. The same holds true for hearing aids. Your hearing loss is not exactly the same as anyone else's, and neither are the size and shape of your ears. For optimal performance and maximum comfort, insist on hearing aids that are programmed to your hearing loss and tailored to the dimensions of your ears.

eight

Should be professionally fitted

Nowadays, you can buy hearing aids via the Internet or mail order. The problem is, you won't get the professional care — before, during and after your fitting — that are so crucial for wearer satisfaction. Hearing aids are sophisticated electronic devices, requiring expert fine-tuning to precisely match your needs and preferences. Hearing healthcare professionals also provide aural rehabilitation counseling to help maximize the effectiveness of your hearing aids.



nine

Can be your little secret

Advances in technology have spawned an exciting new era of hearing aids: packed with power and features, yet contained inside tiny, discreet packages. The smallest devices fit deep inside the ear canal, where they are truly invisible to others. Even hearing aids worn outside the ear (behind the ear and receiver in canal) have been downsized and streamlined to the point where they're practically undetectable.

ten

Are surprisingly affordable

Sure, it would be great to wear one of the top brands of hearing aids, customized to you and your needs, and fitted by a trusted hearing healthcare professional. But how can you afford that? Through your Amplifon Hearing Health Care program! The Amplifon value proposition includes access to more than 2,000 hearing aid models from leading manufacturers; a low-price guarantee (we'll gladly beat a local competitor's price by 5%); service from one of 4,500 hearing healthcare providers who've met our strict credentialing requirements...and much more.



Contact Amplifon Hearing Health Care at **1.877.806.7058** or visit www.amplifonusa.com

