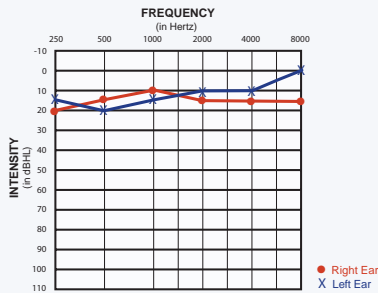




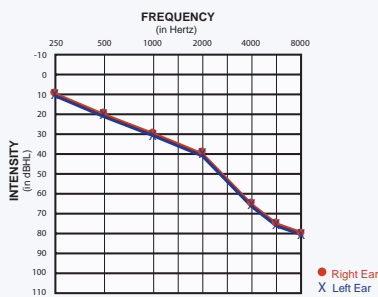
Hear the **FACTS** about **PRESBYCUSIS**

Diagnosis and Treatment

NORMAL HEARING

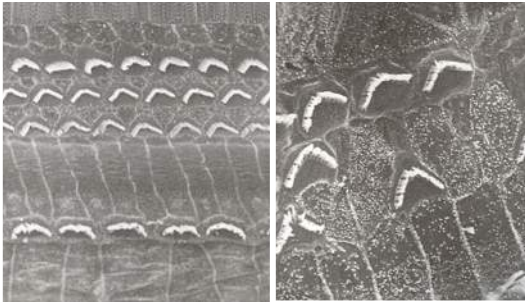


PRESBYCUSIS HEARING LOSS



NORMAL INNER EAR

PRESBYCUSIS INNER EAR



What is Presbycusis?

- A gradual reduction in hearing as we get older, typically affecting both ears equally.
- Common in men and women, with men typically having greater hearing loss than women of the same age.
- Typically a greater hearing loss for high frequency sounds than for low frequency sounds.
- A treatable condition that can benefit greatly from technological advances in various amplification or hearing assistance devices, along with counseling on effective communication strategies.

What causes Presbycusis?

- Family history or hereditary factors.
- Changes in the inner ear blood supply related to heart disease, diabetes, high blood pressure and smoking.
- A loss of sound sensitivity from cumulative exposure to loud sounds.

Symptoms:

- Frequently asking people to repeat what they say, especially in "difficult listening places".
- Ability to hear lower-pitched men's voices easier than higher-pitched women's or children's voices.
- People complaining that the TV is being played too loud.
- Tinnitus, also known as "head noise", which produces buzzing or ringing sounds in the ear.

Diagnosis:

- Talk honestly with your Hearing Healthcare Provider about daily hearing problems.
- Allow your Hearing Healthcare Provider to professionally evaluate the type and severity of your hearing loss.

How can a Hearing Healthcare Provider improve YOUR quality of life?

»»»» Hearing Aid Styles



»»»» Hearing Assistive Technology



»»»» Counseling



TAKE CONTROL of your HEARING HEALTH

3 Important Steps:

★ YOUR RESEARCH

For further information on Presbycusis, please visit:

- www.HearingAidCompany.com
- www.audiology.org
- www.betterhearing.org
- www.hearingloss.org

★ YOUR PERSONAL CONSULTATION

with: _____

is scheduled for: _____
MONTH / DAY @ _____ TIME

at this convenient location: _____

★ YOUR IMPORTANT QUESTIONS:

By writing down your concerns, our valuable time together will provide the best results.

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