



Helping the world hear better

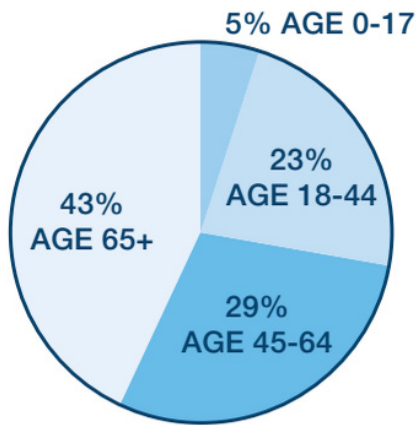
A BUYER'S GUIDE TO HEARING AIDS



What the consumer needs to know.

The information contained in this report is intended for educational purpose only and should not replace the advice from a hearing care professional.

HEARING LOSS IS ON THE RISE



Who Has Hearing Loss?

(Source: National Academy on an Aging Society, *Hearing Loss*)

While hearing loss affects people of all ages, it is often associated with old age. This association makes sense since hearing loss is the third most common health condition affecting adults over 65 after arthritis and heart disease.

However, hearing loss does not only affect older adults; about 40% of the nearly 31 million Americans suffering from hearing impairment are under the age of 65. And, thanks in large part to listening to loud music through ear buds, it is estimated that 8% of people ages 29-40 have hearing loss, as do 20% of teenagers!

Hearing loss can happen for a number of reasons, but the main factors that contribute are heredity and chronic exposure to loud noises. Unfortunately, you cannot reverse hearing loss. But the good news is with all of the recent advancements in technology, you can now find a wide variety of discrete options to treat your specific needs.

HOW HEARING AID TECHNOLOGY WORKS

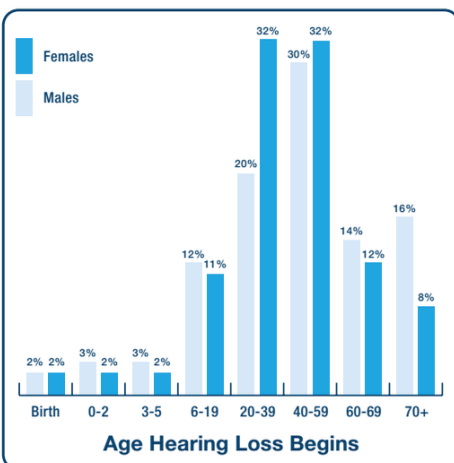
decibels	Danger Zone for Hearing Loss
150	Jet Take-Off
140	Gun Shot
130	Jack-Hammer, Rock Concert
120	Car Stereo, Band Practice
110	Dance Clubs, Headphones
100	Factory
90	Subway
80	Busy Street
70	Restaurant
60	Conversation

How Loud is Loud?

(Source: www.acousticalsociety.org)

A hearing aid is a small device that can be worn in or behind the ear. It amplifies sounds so that a person suffering from hearing loss can better listen and communicate with others.

Hearing aids typically have three parts: a microphone, an amplifier, and a speaker. The microphone receives sound and converts the sound waves into electrical signals. Those signals then move to the amplifier, which increases the power of those signals. Finally, these elevated electrical signals are sent to the ear via the speaker.



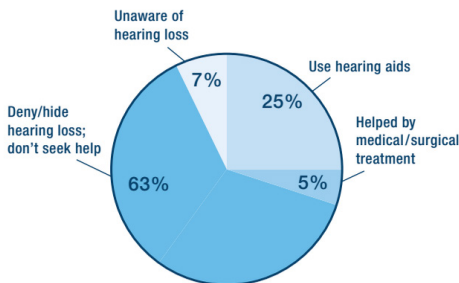
(Source: National Health Interview Survey, 2012)

Signs That You or Someone Your Love Might Have a Hearing Loss

- ▶ Family or friends often repeat themselves
- ▶ Trouble hearing the television at normal volume levels
- ▶ Frustration not clearly understanding others
- ▶ Trouble hearing background noises
- ▶ Embarrassment from being unable to hear when meeting new people

Yes to Any of the Above? Act Now!

HOW HEARING AID TECHNOLOGY WORKS



How Americans Treat Hearing Loss

(Source: www.hearingloss.org)

If you suspect that you or someone close to you is experiencing hearing loss, the time to act is NOW. Here's why:

- ▶ Hearing loss deprives the brain of needed stimulation. Under-utilizing the brain's "hearing center" causes it to atrophy and can actually accelerate hearing loss.
- ▶ The longer a hearing impairment goes untreated, the harder it becomes to treat later.
- ▶ Studies have linked hearing loss with a higher risk of developing Alzheimer's and dementia. It is theorized that when people must strain to hear, the brain has to divert resources from other areas in order to decode the incoming sound. Researchers believe this "brain drain" may cause memory loss.
- ▶ Recent studies have tied hearing loss to balance issues and falls.
- ▶ Hearing loss is often linked to depression and isolation, which can also contribute to memory loss.

These are just some reasons why baseline hearing screening is recommended by age 50. However, studies show that less than 15% of physicians test for hearing loss, so a visit to a specialized hearing care professional using the latest diagnostic technology is highly suggested.








Helping the world hear better

BELTONE - BRINGING HEARING AIDS INTO THE 21ST CENTURY

Although 95% of hearing loss can be helped by hearing aids, only 14% of individuals who need help get it. Denial and embarrassment are part of the reason, as are widely-held misconceptions about hearing aids.

However, thanks to modern technology, today's hearing aids are incredibly tiny, lightweight and comfortable. Most are virtually invisible and there are numerous styles available, from petite behind-the-ear models, to invisible in-the-canal models, to the barely noticeable receiver-in-the-ear styles.

CALL BELTONE  800-235-8663

<i>Invisa</i>	<i>Petite Plus</i>	<i>Opera Plus</i>	<i>Optima</i>	<i>BTE / RIE</i>
				
This completely in-the-canal aid fits deeply into the ear canal, away from view, and is virtually invisible.	The Petite Plus mini-canal aid is one of the smallest custom-made instruments produced by Beltone.	This tiny in-the-canal aid brings power and improved cosmetics to better hearing.	Optima is Beltone's cosmetically appealing full-shell in-the-ear hearing instrument.	The behind-the-ear / receiver-in-ear is an aid that is situated over the ear and is hardly noticeable due to the thin transparent tube.

Known for significant investment in research and development, Beltone leads the industry in technological achievement. Each valued client's hearing aids are custom-programmed via proprietary software for optimum performance. And, Beltone is the first manufacturer to offer 2.4 GHz wireless accessories that "stream" clean, clear sound from your TV, stereo, PC, phone and other devices.

Let Us Help You!

Recognizing and addressing hearing loss provides numerous benefits to one's health and overall happiness.

- ▶ Treating hearing loss improves relationships within the home and family.
- ▶ Using hearing instruments reduces anger frustration, paranoia and anxiety.
- ▶ Good hearing reduces the risk of falls, memory loss and depression.
- ▶ According to a survey by the Better Hearing Institute, 9 out of 10 people who use hearing instruments reported an improved quality of life.
- ▶ Good hearing keeps people safer in the world, thus preserving independence.