



Your community hearing health newsletter!

In this issue of  
**Sound Advice**  
your local community hearing health newsletter



- Latest Hearing Aid Advances
- Hearing Loss in Men vs. Women
- Special Offer
- ... and more!



# Sound Advice

Your Community Hearing Health Newsletter from EarTech Audiology

## Say Hello To ReSound LiNX<sup>2</sup>



Thank you for trusting us with your hearing healthcare needs. We want to share with you a new update in the hearing industry that may affect you. Earlier this year, a new breakthrough hearing aid advancement that provides a true-to-life hearing experience came on the market called ReSound LiNX<sup>2</sup>. Before discussing it with you, we wanted to check it out for ourselves. We are very happy to tell you that it really is a remarkable all-around great hearing aid that we are currently recommending to many of our patients. In fact, we are quite impressed with the rich, clear sound that the technology provides, which proves why these hearing devices were top-rated for sound quality in a recent study.

You may have even heard about ReSound LiNX<sup>2</sup> on **CNN**, **The Wall Street Journal**, and even **The Tonight Show** where they were excitedly talking about the fact that they also connect to smartphones and other audio devices so you can hear phone calls, TV audio or even music directly in your ears. We think you'd definitely benefit from trying these hearing aids, even if you don't have a smartphone. Imagine hearing sounds like voices, music, and television without annoying background noise.

**Are you interested in coming into the office to check it out for yourself? We invite you to call our office at (801) 399-9955 to schedule a special demonstration of this new technology at your earliest convenience.**

**If you decide to try the devices, we offer a 14 day risk free trial. Additionally, to show appreciation for your business, if you call us before November 20th to schedule your special demonstration, we want to offer you a special discount if you choose to keep the devices. We really do think you'll find that they bring noticeable improvement to your hearing. It would be a pleasure for us to share this exciting new hearing technology with you.**

- With ReSound LiNX<sup>2</sup>, our patients have experienced:
- Natural sound that gets the highest marks from the people that know best – people just like you.<sup>1</sup>
  - Small, slim design that fits so comfortably you may not even remember it's there.
  - Durable, water-resistant technology so you can wear your hearing aids while doing the things you love.

Come in and see for yourself how ReSound LiNX can help you live better. We'd love to have you come in for a FREE demonstration.

- Clarity of sound for extraordinary speech understanding
- Automatic environmental adjustments for optimal listening pleasure
- Aggressive noise reduction to improve comfort
- Water resistant and durable to extend device life and performance
- Packaged to connect wirelessly to the sounds that matter most
- Discrete and virtually invisible

**On a budget? Meet ReSound Enya, a powerful new affordable hearing aid!**



We accept most insurances! Call today to discuss your insurance benefits!



## How Does Hearing Loss Affect Men Vs. Women?

According to a study conducted by John Hopkins University, men are five and a half times more likely than women to develop hearing loss as they age, starting as young as 20. Out of the 28 million Americans with hearing loss, over 60% of them are men. Experts say that this difference in hearing is due to environmental factors, as men are more likely to suffer from noise-induced hearing loss in the workplace. Men are also less likely to wear hearing protection in noisy situations.

A study published by the American Journal of Medicine also found that regular use of aspirin, acetaminophen and non-steroidal anti-inflammatory drugs increased the risk of hearing loss in adult men younger than 60. After the age of 80, the prevalence of hearing loss in men and women evens out. That being said, there are still notable differences between the two sexes in regard to how they are affected by hearing loss. Women lose hearing in the lower frequencies first, meaning they have more trouble understanding vowels. Men, on the other hand, lose hearing in the higher frequencies, meaning they have more problems understanding consonants.

A report by ABC News concludes, "Men are more likely to need hearing aids, but women are more likely to wear them."

## Better Hearing Means Better Relationships

The best relationships are built on good communication. Imagine then, if you can no longer hear what someone is saying across the dinner table or in a meeting. When communication breaks down, it's common to feel frustrated, misunderstood and even ignored. At the same time your family, friends, and coworkers can feel misunderstood, too. And resentment can build up if they have to continually repeat themselves or shout to be heard.

It's no wonder, then, that hearing loss can and will cause relationship problems. The important thing to know is that these problems can be prevented and resolved with hearing aids. With today's advanced and aesthetic hearing solutions, there's no reason to live with hearing loss. Ease the strain on your relationships by scheduling a hearing evaluation today.



## SAVINGS CERTIFICATE

Redeem this certificate good for \$400 OFF any 2 premium hearing instruments plus a 12 month supply of batteries at our expense (up to a \$100 value)\*.



Expires: November 30th, 2015

\*Valid on select aids only. This offer cannot be combined with any other specials.

## Bluetooth™ Compatible Hearing Aids

In the past, wearing hearing aids made it difficult to use various audio devices such as cell phones and MP3 players. That has all changed with the introduction of Bluetooth technology in hearing aids.

Today, hearing aid users can receive sound wirelessly in their hearing aids from a variety of Bluetooth compatible audio devices.

The signal comes through loud and clear thanks to the latest advancements in digital hearing aid technology. The connection eliminates the need for wires, cables and other "hard connections" that were required just a few years ago.

With Bluetooth technology you can effortlessly connect a variety of devices such as your cell phone or MP3 player. In addition, certain manufacturers have adapters to connect your telephone or television set. Imagine sitting at home watching television comfortably with your tv sound streaming directly to your hearing aid. Someone calls you on your cell phone and you simply touch a button on your hearing aid. Instantly the television sound is stopped and you are connected to your telephone call. ITS THAT EASY! Your family will be jealous.

Setting up the system is easy and you'll be amazed at how convenient it will be. If you're interested, call us for a free demonstration.



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Kerry Braunberger, Au.D.  
Doctor of Audiology

- Diagnose and treat hearing loss for all ages.
- Diagnose and treat dizziness and imbalance disorders.
- Offer the latest technology in hearing aids from all manufactures.
- Provide comprehensive hearing evaluation.

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**WE ACCEPT ALL INSURANCES!**

**WE'RE EAR TO HELP!**



**Call today to schedule an appointment! (801) 399-9955**