



BrainHQ Facts



Fastest Path to the Brain

The human brain processes sound faster than visual information — in just 0.05 seconds. That's why hearing plays such a crucial role in how we react to and interact with the world around us.



Your ears collect sound but it's your brain that understands it.



Why Hearing Health Matters More as We Age

At Advanced Hearing, we're proud to celebrate **Seniors' Month** by empowering older adults with knowledge to live confidently and stay connected. One of the most important — and often overlooked — aspects of healthy aging is **hearing**.

Hearing and Brain Health

Hearing is closely tied to cognitive function. Research shows that untreated hearing loss is associated with an increased risk of:

- Memory problems
- Reduced attention span
- Cognitive decline and dementia

Early detection and management of hearing loss can help preserve brain function and enhance mental clarity — helping you stay sharp and independent longer.

Hearing and Communication

Clear hearing is key to staying socially active and emotionally connected. Hearing loss can lead to:

- Misunderstandings and withdrawal
- Frustration in conversations
- Feelings of loneliness or isolation

Maintaining good hearing allows you to fully enjoy interactions with family, friends, and your community — whether it's chatting at the dinner table or enjoying a phone call with a grandchild.

Hearing and Physical Safety

Did you know your ears play a role in balance and spatial awareness? Untreated hearing loss has been linked to:

- A higher risk of falls
- Delayed response to alarms or warnings
- Trouble navigating in noisy environments

Protecting your hearing helps you stay steady on your feet and responsive to the world around you.



Ask One of Our Audiologists

Q: Why is it important to treat hearing loss — and how does it really help me?

A: Treating hearing loss offers far more than just better hearing — it supports your brain, safety, and emotional well-being. When your hearing is clear, your brain doesn't have to work as hard to interpret sounds, which helps reduce mental fatigue and preserve memory and focus. Studies have shown that addressing hearing loss early may even lower the risk of cognitive decline and dementia. It also improves your awareness of your surroundings, helping with balance and reducing the risk of falls or accidents.

Just as importantly, better hearing keeps you connected to the people and activities you love. Whether it's enjoying a family dinner, chatting on the phone, or listening to your favourite music, treating hearing loss restores the ability to participate fully in everyday life. It strengthens relationships, builds confidence, and supports independence — helping you feel more engaged, less isolated, and more in control of your overall health and happiness.



5 Practical Tips for Healthy Hearing as You Age

1. Schedule regular hearing assessments – yearly check-ups can catch issues early.
2. Avoid loud noise exposure – use hearing protection at concerts, with power tools, or around machinery.
3. Keep ears clean and dry – but never insert objects into the ear canal.
4. Be mindful of medications – some drugs can impact hearing; ask your doctor or pharmacist if you're unsure.
5. Practice good communication strategies – choose quiet settings, face your speaker, and ask others to speak clearly.

The Good News: Hearing Support Protects the Brain

Studies show that treating hearing loss — through hearing devices and/or auditory training — can reduce the cognitive load on your brain, enhance mental clarity, and promote healthy aging. Protecting your hearing isn't just about your ears — it's a vital part of taking care of your brain. That's why addressing hearing loss early is one of the most important steps you can take to maintain your independence, stay socially connected, and support long-term brain health.

COGNITIVE GAME OF THE MONTH

Brain Boost: Word Association Challenge

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Stimulate your brain with this quick-thinking word game! Word association helps strengthen memory, attention, and mental flexibility — all key parts of cognitive health.

How to Play:

For each word below, write down the first word that comes to your mind. Then, try to make a chain by associating a new word with the one you just thought of. See how far you can go!

Example:

Sun --> Beach --> Sand --> Castle --> King ...

Empowerment Through Education

Hearing loss doesn't have to be a silent part of aging. By staying informed and proactive, seniors can enjoy fuller, more connected lives. This month, take time to learn more about hearing health — for yourself or someone you love.

**Have questions? We're always happy to help.
Call or visit us for trustworthy advice.**

Ready to treat your hearing loss and tinnitus? Call us today or visit us at advanced-hearing.com.

CATCH EARLY, TREAT EARLY.

Call us today to schedule your comprehensive assessment.

AJAX 905-426-4000

OSHAWA 905-723-2273

PICKERING 905-831-8311

UXBRIDGE 905-852-8888

WHITBY 905-666-7726

REFERENCES: Deal, J. A., Goman, A. M., Albert, M. S., Arnold, M., Burgard, S., Chisolm, T., & Lin, F. R. (2023). Effect of Hearing Aids on Cognitive Decline in Older Adults With Hearing Loss: A Randomized Clinical Trial. *The Lancet*, 402(10397), 58–67

Try it with these starter words:

1. Sound --> _____
2. Memory --> _____
3. Balance --> _____
4. Family --> _____
5. Music --> _____

Challenge yourself to create a 5-word chain from each. Do this alone or with a friend — and compare your word paths!

