



## BrainHQ Facts



### An Octopus Has Nine Brains—And Can Open Jars!

Octopuses are some of the most intelligent animals on the planet. They have one central brain and eight additional “mini brains,” one in each arm, allowing them to process information and control movement independently. This unique setup gives them extraordinary problem-solving skills. In fact, octopuses have been observed unscrewing jar lids to retrieve food—a task that requires memory, coordination, and real strategy. It’s not just a fun trick; it’s a clear demonstration of how complex and capable their nervous systems are!



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

## July is Disability Awareness Month



## Hearing Loss — The Invisible Disability

**July is Disability Awareness Month**, a time to recognize the diverse experiences of the millions of Canadians living with disabilities. This includes not just visible conditions like mobility or vision impairments, but also invisible disabilities—conditions that may not be immediately apparent but can still affect daily life in profound ways. One of the most common of these is hearing loss.

### Hearing Loss Is More Than Just “Hearing Less”

Hearing loss is often misunderstood as a minor inconvenience, but in reality, it can deeply impact a person’s communication, relationships, independence, and emotional well-being. Unlike other disabilities, hearing loss is easy to hide—many people simply smile and nod their way through conversations they didn’t fully hear. This can lead to frustration, social withdrawal, and even depression over time.

When untreated, hearing loss increases cognitive load: the brain works harder to fill in missing sounds, which can be mentally exhausting. Research has also linked untreated hearing loss to increased risk of cognitive decline and dementia. Recognizing hearing loss as a disability is not about placing limitations—it’s about opening doors to support, awareness, and better care.

### The Benefits of Treating Hearing Loss

Treating hearing loss doesn’t just improve your ability to hear—it enhances your entire quality of life. People who use hearing aids or assistive technology often report better communication with loved ones, increased confidence in social settings, and improved mental clarity. Research has shown that treating hearing loss can help reduce the risk of cognitive decline and even symptoms of depression. Many patients also experience less listening fatigue, better sleep, and a renewed sense of independence. Most importantly, treating hearing loss allows you to stay connected—to conversations, to your community, and to the people and activities that bring joy to your life.



## Ask One of Our Audiologists

**Q:** I came across something called LACE AI Pro online—what is it, and how does it help with hearing?

**A:** LACE AI Pro is an auditory training program designed to help improve your ability to understand speech—especially in noisy environments like restaurants or social gatherings. Think of it as *physical therapy for your ears and brain*.

Even with hearing aids, your brain may still struggle to process speech clearly or separate voices from background noise. LACE AI Pro offers short, interactive sessions (about 20 minutes each) that work on listening skills, attention, and memory. It also helps train your brain to better keep up with rapid or fast-paced speech, which can often be difficult to follow. With regular use, it can make everyday conversations easier and less mentally tiring.

This app-based program is easy to use at home and is supported by scientific research. Many users notice real improvements in how well they follow speech in busy or complex listening situations.



## — We're Here to Help — EVERY STEP OF THE WAY

This month, we invite you to take a moment to reflect on your own hearing journey—or that of someone you love. Has it been harder to follow conversations lately? Do you find yourself avoiding noisy environments? You're not alone, and help is closer than you think.

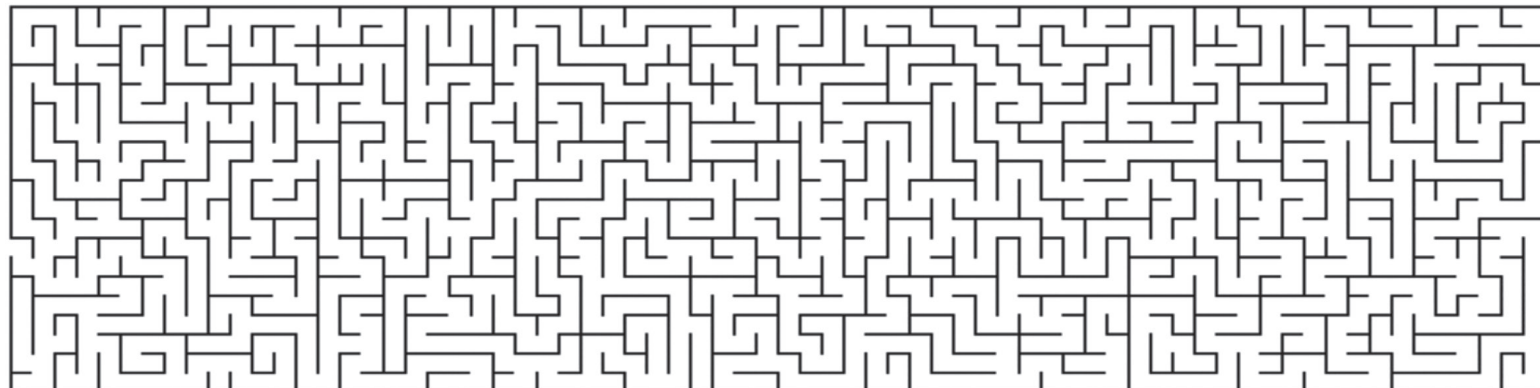
At our clinics, we offer comprehensive hearing assessments, technology updates, listening strategies, and resources like Lace AI Pro to help you make the most of your hearing.

### What You Can Do This Month

- Book a comprehensive assessment or follow-up if it's been a while
- Encourage a friend or family member to check their hearing
- Share this newsletter to help reduce the stigma around hearing loss
- Let others know that hearing loss is a real and manageable disability

### COGNITIVE GAME OF THE MONTH

## Maze Instructions: Find your way through the maze.



### Let's Celebrate Abilities—Not Just Disabilities

Disability Awareness Month is a time to recognize challenges, but also resilience. Hearing loss may be invisible, but its effects are very real—and so are the ways we can support one another. Together, we can build a community that's informed, compassionate, and connected.

**From all of us here at Advanced Hearing Ontario, thank you for trusting us with your hearing health. We're proud to be part of your journey.**

**Ready to treat your hearing loss and tinnitus? Call us today or visit us at [advanced-hearing.com](https://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**

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