



Can you hear the sound of a fresh apple?

Or are you losing the soundtrack of your life?

ReSound
red|scover hearing



Are you living a “loud” life?

Well, you are not the only one. About one out of ten of the world’s population has hearing loss. A common perception is that hearing loss is a consequence of aging, so if you need a hearing instrument - you are old. This is not necessarily true – in fact 20-40% of those who are 40-60 years old actually have some degree of hearing loss. Nowadays most of us live in noisy environments and in most cases noise exposure is the root cause to hearing loss – also among younger people. The good news is that the majority of hearing loss, approx. 95% of cases, can be helped by hearing instruments.

Why is it difficult to hear?

In 90% of all cases, hearing loss occurs because the delicate hair cells in the inner ear break or weaken and once this happens, nothing can be done to repair them. This means that the brain does not receive all the sounds and frequencies it needs in order for, for example, speech to be understandable. It is like removing all the high keys on a piano and asking somebody to play a well-known melody. Even with only 6 or 7 keys missing, the melody might be difficult to recognise and wouldn’t sound right at all.





Just realise what you are missing out on

Sounds provide useful information as well as experiences that give meaning to our lives. Maybe you have already forgotten the sound of a purring cat or the crisp sounds of snow under your boot one cold winter morning? Or even the simple sound of a mouse click?

Because hearing loss typically develops gradually, you may not notice that subtle everyday sounds such as a ticking clock or a rustling newspaper are lost. But this happens. And these sounds are part of life, and before you know it, you are also missing sounds that are critical to communication.

Can you hear the sound of

- ... a blackbird in the garden?
- ... your sister's voice on the phone?
- ... a purring cat?
- ... when you pour yourself a drink?
- ... your neighbours' knock on your front door?
- ... rain on a warm summer evening?
- ... a child's giggle?
- ... the jingle to your favourite TV-show?





Untreated hearing loss has many consequences

Living with untreated hearing loss means difficulties in social gatherings, lost performance at work, as well as a hindrance to enjoy many cultural sides of life. You are slowly allowing yourself to live without one of your five senses.

Often it becomes too difficult to try to keep up and many decide to stay at home and avoid situations that demand their attention and social contribution.

It is also very exhausting to deal with hearing loss as you need to concentrate far more in order to keep up with life around you.

There is no good reason to wait

Most people typically disregard their hearing loss for 5-7 years. But this is a bad decision. Putting off the inevitable will just make it harder to rectify the problem. Your brain gets used to not hearing everyday sounds and the longer you live without sounds, the harder it is for the brain to get used to comprehending them again. Regular hearing instrument use can prevent deterioration of your brain's ability to interpret sounds.





A hearing instrument is more discreet than hearing loss

Long gone are the days when a hearing instrument was a large, obvious, embarrassing flesh-coloured prosthesis with bad performance. Just like computers and cellular telephones from a decade ago, hearing instruments are now much smaller and perform in unthinkable ways compared to recent years. Many are surprised to find how advanced hearing instruments have become for example in terms of individualized solutions and improved speech understanding.

In fact, the technology and cosmetics of modern hearing instruments makes a hearing instrument far more discreet than having to ask another person to repeat their question, accidentally ignoring them or acting as if you have heard them and maybe giving the wrong answer.

The hearing test and an interview will tell

As most people's hearing loss develops gradually, it is not always easy to recognize the extent of the problem. Our own built-in defences sometimes mean it's difficult to self-diagnose a hearing loss. If you have trouble hearing one or more of the sounds suggested on page 5, you might not experience life to the fullest. A simple hearing test can determine if you have a hearing loss.

You get an eye test every now and then - so why not check your hearing as well? It is recommended to get a routine hearing screening minimally every decade until age 50, and at least every three years thereafter.





Where do I go from here?

The first step is to see a hearing care professional for a hearing test. Depending on your test result and the nature of your hearing loss, you will either be referred to an ENT doctor for further examination or you'll be advised on which kind of hearing instrument best suits your needs. One barrier for many is the thought that getting a hearing instrument is complicated, but don't worry - there are many professionals working for improving the lives of those with a hearing impairment, these include:

Who is who...

ENT: An ENT (Ear, Nose and Throat) specialist is a medical doctor specialised in diagnosing and treating a variety of disorders of the ear, nose and throat as well as performing surgery on those areas. An ENT does not usually fit or sell hearing instruments.

Audiologist: An audiologist, Doctor of Audiology, or Audiological Physician is a licensed health care professional trained to evaluate hearing loss and related disorders, including balance disorders or tinnitus. They also fit and sell hearing instruments.

Hearing Instrument Dispenser: A Hearing Instrument Dispenser is a licensed and trained hearing instrument specialist who is certified to fit and sell hearing instruments.



For more information on the process of acknowledging a hearing loss, taking a hearing test and choosing a hearing aid, please visit:

www.rediscoverysound.com