

**Take control  
of your hearing  
and your life**



## Do what's right for your hearing

---

A hearing loss is like any other important health-related issue; it must not be neglected. An untreated hearing loss may, over time, result in less speech recognition and ability to understand people because the hearing centres in your brain are not optimally stimulated. This will only be a problem if you do nothing about it. You can actually compare your hearing to your muscles: the more stimulation they get, the stronger they will be.

The good news is, today's hearing instruments bear no resemblance to those of yesterday. They're petite,

discreet, lightweight and reliable, which means that hardly anyone will notice you're wearing them - and neither will you. As hearing technology evolves to meet the needs that modern lifestyles demand, more and more people are again enjoying the social lives they'd begun to shy away from.

If you had an evaluation done, showing a hearing loss, don't wait to do something about it. Your hearing care professional is trained to help you find the solution that is best for you and your lifestyle.



## What you can look forward to

---

Modern hearing care is designed for understanding, communicating and living, and to help you lead an active everyday life. With today's modern hearing care solutions, you decide how it all fits, works and looks.

The 'big beige bananas' of the past have been replaced by elegant and discreet models, many of which are virtually unnoticeable.

Technology has advanced so quickly that design-wise, the dividing line between ordinary headphones and high-tech hearing instruments has become more blurred.



In fact, it opens a door to many new opportunities, such as the ability to connect wirelessly with your mobile phone, television or stereo, etc. to enhance your listening enjoyment. Ask your hearing care professional for more information.



**Did you know** that today's hearing instruments are so small they are barely visible and can be matched with your skin tone and hair colour?

# A hearing solution for everyone

You have already taken the first step with a comprehensive hearing test and ear examination. Working together with your hearing care professional, an optimal solution that best suits your particular hearing loss and needs is just a phone call away.

## Finding a solution for you

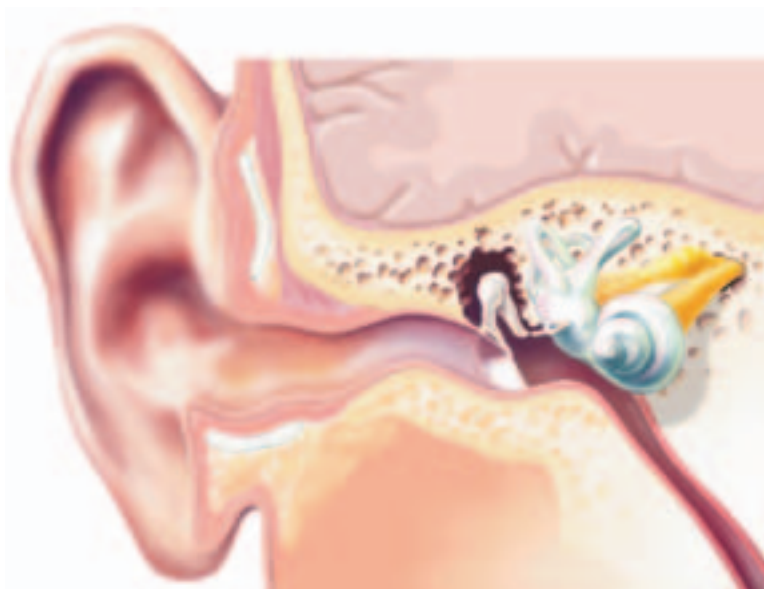
If you have a mild hearing loss, you can wear smaller instrument styles. However, today's modern hearing care solutions also come in a variety of discreet styles for more challenging hearing losses.



## Modern hearing care for modern lifestyles

Modern hearing instruments can fit most ears, but the size and shape of your ear canal will determine which styles that suit you best. Your hearing care professional can explain more about this.

Another influencing factor is earwax. Earwax is normal, but some models are more appropriate than others depending upon your personal needs. Similarly, living in a humid environment, or doing a lot of physical activity will mean you need a more moisture-repellent style.



## Your next step

---

Modern hearing care combines sophisticated, easy-to-use technology with discreet design to empower you to participate actively and confidently in any situation.

While it is recommended that you wear your hearing instruments during all waking hours, some people start by using their hearing devices as and when it suits them, like family get-togethers, for example, or watching the TV. Soon, they forget they're even wearing them, and their new hearing is a permanent and natural part of their lives.

Making the decision to have your hearing tested was the first step towards improving your quality of life. Take a minute to think about what it would mean to you and your family if you could:

- *Hear and understand much more*
- *Laugh with - and get closer to - the people you love*
- *Feel relaxed rather than drained after a long conversation*
- *No longer be embarrassed by misunderstandings or having to ask people to repeat themselves*
- *Get connected to people and modern lifestyle devices*
- *Regain energy with your new listening ease*
- *Hear and understand the soft voices of children*
- *Enjoy birdsong and the rustle of leaves in the wind*
- *Tell where sounds are coming from and know which way to look*
- *Listen to TV or radio with others at a volume that suits you*
- *Be the first to answer the telephone instead of the last*
- *Keep up and participate in meetings*

## Call us!

---

Don't risk that your hearing difficulties will become worse. Hearing is priceless, and the key to living the life you want to live.

Call your hearing care professional to find a solution that suits your hearing and your lifestyle best, and take advantage of a full range of styles and prices to suit all budgets.



***Give your hearing care professional a call today to book an appointment.***

## People First

People First is our promise  
to empower people  
to communicate freely,  
interact naturally and  
participate actively

Hearing Care Professional:

107068UK/09.10