

INSIDE
Six apps to try
this summer!

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Community Appreciation Offers



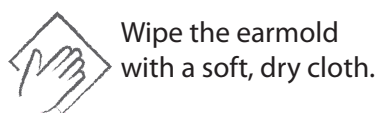
**Battery
Special**
Buy one pack, get one free.
Offer expires 9/30/19.



FREE
Clean & Check
of your current hearing devices.
Offer expires 9/30/19.

Do you know how to **CLEAN** your technology?

Keeping your devices in tip-top shape between routine clean and checks both ensures they are performing their best and prolongs their life.



Wipe the earmold
with a soft, dry cloth.



Carefully brush over
the microphone with a
soft-bristle brush.



To remove wax from the
earmold, use a wax pick.



Keep the battery
contacts free of debris
by wiping with a
soft-bristle brush.

**Need a tool kit? Using the correct instruments is
essential to taking the best care of your devices.
Ask us about getting your cleaning tool kit today!**

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Hearing Loss Q&A

Q: I thought I had noise-induced hearing loss but was diagnosed with high-frequency hearing loss. What's the difference?

A: That's a great question! It's not as simple as either/or, though. "Noise induced" is the cause of your hearing loss; "high frequency" describes your hearing loss. To understand the difference, you first need to know about hair cells.

Hair cells are in your inner ear. They change sound waves into a language — electrical signals — that your brain understands. When enough of these cells are damaged or destroyed, you notice a hearing loss. Your body can't regrow hair cells, so the hearing loss is permanent.

Hair cells can be damaged by many things, such as aging, poor circulation, or infection. When loud sounds cause this damage, it's known as **noise-induced hearing loss**. People who work in industrial settings, attend lots of rock concerts, or excessively listen to music with earbuds or headphones are more likely to incur noise-induced hearing loss.

In many types of hearing loss, the hair cells that get damaged first are responsible for high-frequency sounds, such as high musical notes or high-pitched voices. This resulting hearing impairment is called **high-frequency hearing loss**.

With this type, you have trouble hearing certain consonant sounds, such as **s, ch, f, and k**. This is why many people don't pick up on their hearing loss right away. They might hear someone just fine, but they don't understand them because it's not clear — the missing **s, ch, f, and k** sounds make a big difference. Another sign is you hear men's voices just fine (they speak in a low frequency), but you have trouble with women's and children's voices (they speak in a high frequency).

As you can see, we can describe the same hearing loss in different ways. In your case, you can't hear high frequencies, and it may likely be because of exposure to loud noise. Put them together, and you have noise-induced high-frequency hearing loss!

If you spend lots of time around noise, or if you already have noise-induced hearing loss and want to protect your hair cells from further damage, contact us to schedule a complimentary hearing-protection consultation!