

Hearing Aids Keep Your Brain Fit





Untreated Hearing loss

↓
Less stimulation of the brain

↓
Accelerated mental decline
Higher risk of dementia

↓
**Trouble with remembering
and problem solving**



HEARING AIDS keep your **BRAIN FIT**



Treated Hearing loss

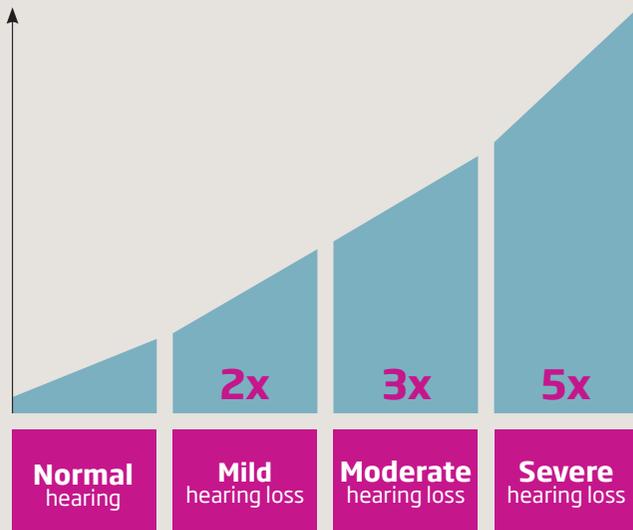
↓
Improved communication skills

↓
Socially active
Stimulation of the brain

↓
Keeps your brain fit



Risk of dementia with **untreated** hearing loss



Source: Lin et al. (2011). Compared with normal hearing, increased risk of dementia: 1.89 for mild hearing loss, 3.00 for moderate hearing loss, and 4.94 for severe hearing loss.

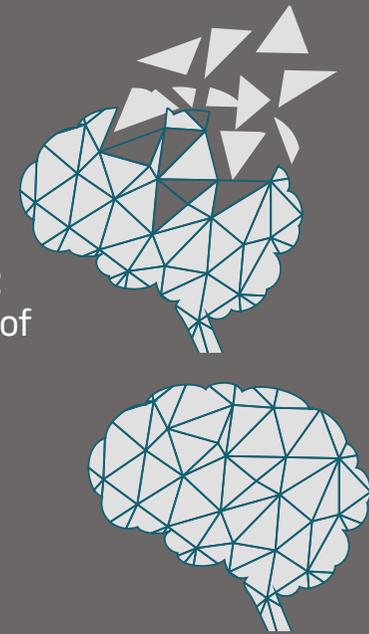
Hearing aids reduce the risk of mental decline



A person with hearing loss who **does not** use hearing aids has an **accelerated** risk of **mental decline**.



A person with hearing loss **using hearing aids** has the **same risk** of mental decline as a person with **normal hearing**



Source: Amieva et al. 2015.

We hear with our brain. Not our ears.

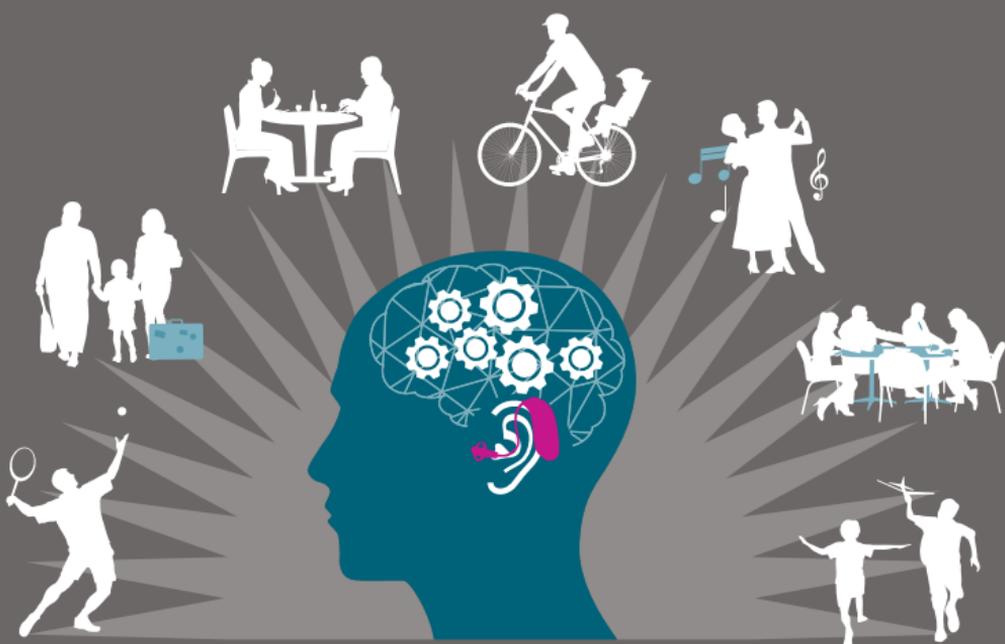
The ears receive sounds and send them to the brain that translates the sounds into meaning. Oticon hearing aids feature BrainHearing™ technology, designed to support your brain and help it make sense of sound. Our technology helps you hear better, with less effort.



Oticon
BrainHearing™
Technology

Social activities stimulate your brain

If you have a hearing loss, you will find it easier to participate in social activities if you use hearing aids. Social interaction stimulates your brain, which decreases the risk of accelerated mental decline.



How good is your hearing?

Ask yourself these 6 questions. If you answer YES to most of them, it might be a sign of hearing loss, but you need a professional hearing test to confirm it.

1. In your experience, do people around you mumble, or speak softly?
2. Do you find it difficult to follow conversations in restaurants or crowded places?
3. Do you often have to turn up the volume on your TV, radio or phone?
4. Do friends and family members complain that they have to repeat what they are saying?
5. Do you have to look at people's faces to understand what they're saying?
6. Have you noticed that everyday sounds, like the twittering of birds, footsteps or the clock ticking, are gone?



Act now!

If you would like to have your hearing tested, please contact your local hearing care professional.



For more information
call 0800 684 266
or email info-za@oticon.com

oticon
life-changing technology