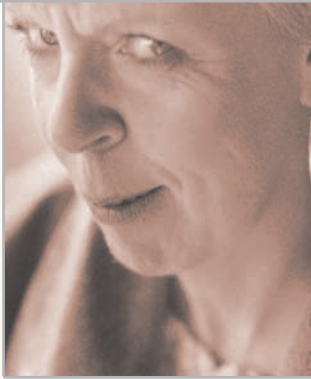


Hearing **MYTHS & FACTS**

MYTH: "If I had a hearing problem, I'd know about it."

FACT: Usually not. Hearing loss often develops unnoticeably over several years.

Most people compensate for the very gradual changes by asking others to repeat, turn the TV up louder, possibly even reading lips. Allowed to continue, these habits mistakenly make you believe there is no problem, or that it has gone away.



your authorized hearing professional:

"say **WHAT?**"



MYTH: "A hearing loss just means sounds need to be louder."

FACT: Not really. In most cases, you can hear people talking, but have difficulty understanding what

they're saying. Perhaps you can understand just fine in quiet environments, but have trouble in noisy surroundings or in groups. Making all sounds louder just makes understanding harder. It's why hearing aids are designed to amplify the specific frequencies you need for better understanding.



visit www.starkey.com
for complete hearing
information.

Common
MYTHS & FACTS
about your
hearing.



Common **MYTHS & FACTS** about your hearing and how amplification can help.

MYTH: My type of hearing loss cannot be helped.

FACT: In virtually all cases, nerve deafness can be helped through amplification. Other types of impairment may be medically treatable. Under any circumstance, regular examinations and hearing tests will provide a certain answer. Some people discover their problem is just too much earwax!

MYTH: Hearing aids will restore my hearing to normal.

FACT: Just as their name suggests, these devices can only aid your hearing, whatever its condition. They can't restore hearing nor retard the progression of nerve deafness.

Myth: My hearing problem isn't bad enough to need two aids.

FACT: Like our vision, our hearing mechanism relies on input from both ears to locate sound sources, and focus on specific sounds and conversations.

Studies show that those wearing two aids understand more clearly and enjoy better sound quality.



MYTH: The fancy new digital hearing aids can automatically eliminate unwanted background noise.

FACT: No instruments, no matter how sophisticated, can do what only the human brain does: selectively cancel out noise that



you perceive as undesirable. Better understanding with amplification in noisy environments will vary due to the type and degree of

hearing loss, accuracy of the instrument fitting, and most importantly, your ability and patience as you relearn to hear with amplified sound.

MYTH: Hearing aids are too expensive.

FACT: Cost is relative to the perceived value you get from your hearing aids. The most important 'investment' is your attitude and willingness to adapt to a new world of sound. For many, the improved quality of life and relationships make it one of the best investments they've made.

MYTH: Bargain hearing aids work just as well as the expensive ones.

FACT: Mail-order hearing aids, or those purchased online lack one critical

ingredient: The expertise and care of a licensed hearing professional. You're not likely to trust other aspects of your health care to a mail-order solution, so why do it with something as essential as your hearing?

MYTH: I'm too old to benefit from hearing aids.

FACT: Chances are, no matter what your age, you rely on your hearing to maintain connection with the world, and communicate with those close to you. How would it make others feel if you're not willing to try improving this vital activity?

MYTH: Wearing a hearing aid is a sign of old age.

FACT: Actually, your hearing loss is probably more noticeable. Always saying "what?," turning the TV up, or avoiding phone conversations and social gatherings is more apparent than having small, possibly invisible devices in your ears. Left unresolved, your problem could seriously affect the quality of relationships and friendships.

