



Helen Keller once said, **“When you lose your vision, you lose contact with things. When you lose your hearing, you lose contact with people.”**

Your hearing is as valuable as it is precious. Much more than hearing the joy in a child’s laugh, and the majesty of a full symphony orchestra, fully functional hearing is your most important communication link with those you love and the world around you. It can even save your life as it protects you from danger 24 hours a day. With all it does, it’s easy to take your hearing for granted.

cause and effect and
what you can do



 **Cause and effect**

Exposure to loud or constant noise over a period of time, a middle ear infection, or just the natural aging process are but a few ways hearing can be permanently damaged.

An estimated 28 million Americans suffer from some kind of hearing loss, robbing them of important sounds of everyday life.

That hearing loss can also cause them to turn up the TV or constantly ask others to repeat themselves. Hearing loss can make a person feel isolated or left out.

This public service announcement is brought to you by:

**ABC
Hearing Aid Center
1234 Main Street
Anytown, USA 01234**

Office Hours: 8 A.M. - 5 P.M.

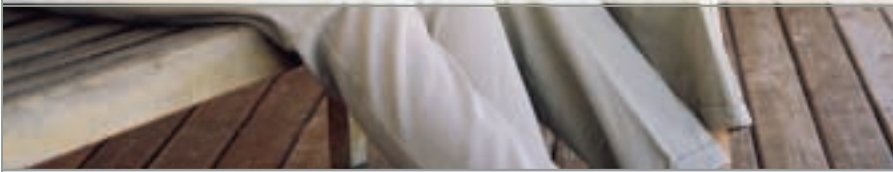


If you have been putting off having your hearing checked because you always thought a hearing aid was for "someone else," you're not alone.

The causes of hearing loss generally fall into two categories: conductive and sensorineural.

- > **Conductive** hearing loss involves the outer and middle ear. It can usually be corrected medically or surgically.
- > **Sensorineural** hearing loss involves damage to the inner ear. In most cases it is not reversible. However, in most cases it can be managed by the use of hearing amplification.

nothing can compare to the **value** of **better hearing**



A hearing consultation is very important, especially if:

- > you find it difficult to understand others.
- > you or your loved ones suspect you have a hearing loss.
- > you have trouble hearing TV, the phone, or other everyday sounds.
- > it has been over 12 months since you've had a hearing test.



a **style,** **size,** and **price** to suit almost everyone

Hearing difficulties are as different as the people who have them. We specialize in providing realistic and value based hearing solutions to fully complement your listening and lifestyle needs. Everything from advanced digital technology to virtually invisible instruments.

The **value** of **better hearing** is immeasurable. A simple and painless test by a hearing professional can determine if you are hearing the way you should be. Make an appointment today and rediscover a world of sounds that surround you.



Your invited to a Special Hearing Consultation

THIS WEEK ONLY at

ABC Hearing Aid Center

1234 Main Street • Anytown, USA 01234

(800) 123-4567 or 123-4567 Office Hours: 8 A.M. - 5 P.M.

FREE HEARING CONSULTATIONS • MANY PRODUCT SPECIALS • BATTERY DISCOUNTS

Call today for more information or to make an exclusive appointment.