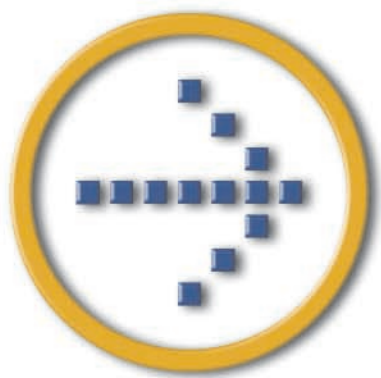


MYTH:

Wearing a hearing aid is a sign of old age.



FACT:

Pretending you don't have a hearing loss is **more** noticeable.

Chances are, always asking "what?" or "huh?," turning the TV too loud, avoiding telephone conversations and social gatherings are less-than-subtle signs of a hearing loss. But outward appearances can be deceiving. Hearing difficulties can affect your family, friends and quality of life a lot more than you think.

Change your outlook by having your hearing tested. Today's tiny, sophisticated hearing technology is certainly less noticeable than pretending there isn't a problem. Don't let a hearing loss make you seem older than you really are.



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