

4 Four ways hearing loss affects brain health



Growing evidence indicates that older adults with hearing loss are more likely to experience the symptoms of cognitive decline.

Discover three reasons why – plus one thing you can do to help minimize the risk.

1

Hearing loss leads to social isolation

Untreated hearing loss has long been linked to increased social isolation and loneliness, which studies have shown are well-established risk factors for Alzheimer's and dementia¹.



2

Hearing loss shifts your cognitive load

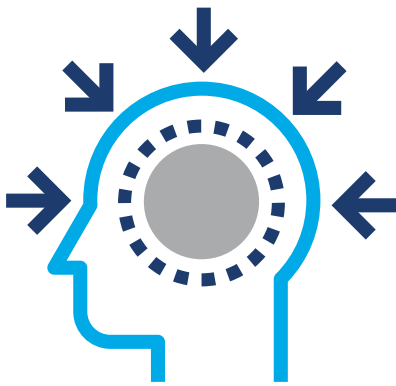
Imagine your brain has a finite amount of fuel. As hearing becomes more difficult, you use more “fuel” to comprehend what you’re listening to – meaning you have less for memory and decision-making. Scientists refer to it as the “cognitive load theory.”



3

Hearing loss accelerates brain shrinkage

Believe it or not, our brains shrink as we age. But MRIs of people with hearing loss show the brain “shrinks” faster than normal, likely due to lack of stimulation².



4

Treating hearing loss can help reduce the risk of cognitive decline and dementia

Two recent studies determined that treating hearing loss (with hearing aids) can reduce the risk of cognitive decline associated with hearing loss³ and can help prevent dementia⁴.

The benefits of wearing hearing aids may also include⁵:

- Reduced mental fatigue
- Decreased feelings of isolation and depression
- Improved ability to do several things at once
- Improved memory, attention and focus
- Improved communication skills

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