

# Tinnitus

*Advanced technology  
products*



The  
American  
Hearing  
Company





# The American Hearing Company

## *Choosing better hearing with Starkey*

Research shows nearly 90 percent of people with tinnitus have some level of noise-induced hearing loss.<sup>1</sup> It's also been proven that hearing health is directly connected to overall health and well-being, which is why Starkey offers products to help people stay connected and involved. This pursuit — helping people hear better so they can live better — has been our passion for the last 50 years.

As a world leader in manufacturing and advanced hearing solutions, Starkey works hard to create the best possible hearing experience through the innovation of our products and the drive and compassion of our people.

We're dedicated to helping change the lives of our very own American heroes: U.S. service members and veterans. As the only American-owned and operated manufacturer, we're truly honored to serve those who have served this country.



# What you should know about *tinnitus*

## Do you or someone you know suffer from constant “ringing in the ears”?

Maybe it’s not ringing exactly. Some people describe it as hissing, buzzing, whistling, roaring and even chirping. Whatever noise it is, the real issue is something called tinnitus.

Tinnitus (“TIN-a-tus” or “Tin-EYE-tus”) is the medical term for the sensation of hearing sound when no external sound is present.

The important thing to know is that tinnitus is not a condition or a disease. Instead, it’s typically caused by something bigger, like noise exposure, head injury, an ear infection, high blood pressure or, the most common, hearing loss.



*It’s also important to know that everyone’s tinnitus is different, which is why finding relief has been so elusive – **until now.***

### Quick tinnitus facts

- ▶ Tinnitus is the leading service-related disability among U.S. veterans<sup>2</sup>
- ▶ Tinnitus can occur at any age, and may begin suddenly or progress gradually.
- ▶ The most common causes of tinnitus are:
  - Noise exposure (e.g. from artillery and explosions)<sup>3</sup>
  - Aging
  - Head injury
  - Side effects from medication

# Starkey tinnitus technology products



## How it works

### Forever changing the way people deal with tinnitus

Starkey has engineered tinnitus technology to forever change the way people deal with ringing in the ears.

Our small, comfortable in-ear devices are designed to deliver all-day relief from tinnitus.

Using Starkey's patent-pending Multiflex Tinnitus Technology, Starkey tinnitus products create a customizable and comforting sound stimulus that you and your clinician can fine-tune to help soothe the unique, irritating sounds you hear and take your focus off of it.

**Starkey –  
America's premier  
hearing solution  
provider**

*When it comes to comfortable,  
great sounding and personalized  
solutions for their hearing needs,  
people everywhere ask for  
Starkey — where we believe to  
hear better is to live better.*



# Customizable to your unique tinnitus

**Starkey tinnitus technology products deliver personalized relief for each individual.**

Tinnitus affects every person differently. This includes how it sounds, how annoying it is, or how debilitating it can be.

Starkey tinnitus products tackle the subjective nature of tinnitus head on. No other technology enables such unprecedented personalization to counterbalance your unique tinnitus.



## Control is key

Starkey tinnitus technology products use the precise measurements from your audiogram to create a relief stimulus customized specifically for you in two unique but important ways:

1. Your clinician can adjust sound frequency and modulation to better match your unique tinnitus.
2. Starkey's proprietary SoundPoint tool lets you easily pinpoint your preferred sound settings, so your clinician can program them at the final fitting stage.

***The result is  
personalized  
relief designed  
just for you!***



# Delivering the one thing every person with tinnitus wants: *relief*

## You want

## Starkey delivers

*Relief for ringing in the ears*

Tinnitus options designed for all-day relief

*Customizable tinnitus relief*

Advanced Multiflex Tinnitus Technology, that brings relief to those who have ringing in the ears

*Quick and easy control*

Easy volume and memory adjustments with the touch of a finger

*Compatibility with multiple tinnitus protocols*

Personalization available to accommodate other protocols

*A way to manage your tinnitus*

Starkey's one-of-a-kind SoundPoint tool helps you identify and communicate precise sound preferences at the fitting stage

# Styles and color



## Muse iQ

Introducing Muse™ iQ— our latest wireless hearing solution with Starkey's all-new Synergy platform. Muse iQ hearing aids are available in several styles and a variety of discreet and stylish colors.

### Color guide



Black



Slate



Sterling



Bright White  
with Sterling



Espresso



Bronze



Champagne



## SoundLens iQ [Synergy]

When it comes to wanting the world's smallest, most comfortable hearing aids, you can count on SoundLens® Synergy® iQ – now available in both non-wireless and wireless options. Choose from a variety of colors.

### Faceplate color guide



Black



Pink



Light  
Brown



Medium  
Brown



Dark  
Brown

Custom products available in skin tone colors.

# Styles and colors

(continued)



## Halo iQ

With Halo® iQ, Starkey's most advanced smartphone connected hearing aids, we can help you stay connected to the people and things you love most. Available in RIC 312 [Receiver-In-Canal] and RIC 13 styles in a variety of colors.

### Color guide



Black



Slate



Sterling



Bright White  
with Sterling



Espresso



Bronze



Champagne



Black with  
Sterling

Hearing technology plays a critical role in the overall satisfaction with your tinnitus product. That's why we strive to provide a comfortable listening experience in many types of environments.

**At Starkey, we believe  
that to hear better is  
to live better.**







The  
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Sources:

<sup>1</sup> WebMD. (2015, February). Understanding Tinnitus -- the Basics. Retrieved from: <http://www.webmd.com/a-to-z-guides/understanding-tinnitus-basics>

<sup>2</sup> Theodoroff, S. M., Lewis, M. S., Folmer, R. L., Henry, J. A., & Carlson, K. (2014, August). Hearing impairment and tinnitus: prevalence, risk factors, and outcomes in US service members and veterans deployed to the Iraq and Afghanistan Wars. *Oxford Journals*, 37(1), 71-85. Retrieved from <http://epirev.oxfordjournals.org/content/37/1/71.full>

<sup>3</sup> Puntillo, T. (n. d.). Hearing loss and tinnitus, the most common disability for veterans. Military Connection. Retrieved from: <http://www.militaryconnection.com/veterans-scene/veterans-hearing-loss-disability>

Individual results may vary.