



hear THIS

Follow the beat of better hearing and healthy living

What? I Didn't Know That!

Understand speech through the noise

Annoying background noise no longer needs to keep you from understanding and enjoying conversations.



The number one complaint of hearing aid wearers is background noise. The good news is, advances in today's hearing aids can dramatically improve your ability to hear and understand speech in noise.

This technology, like that of SpeechZone™ from Unitron, is proven to pull clear speech out of distracting background noise. It actually cuts through noise to zero in on the voices you want to hear. What's more, it automatically adjusts to your listening environment. So, whether you're having a one-on-one chat with a friend in a noisy restaurant or are taking part in a group discussion, you can be confident you'll always hear the conversation.

specialreport



Hearing loss is affecting more and more young people

Help prevent noise-induced hearing loss in your kids and grandkids.

There is a common perception that hearing loss is something that affects only old people. However, hearing loss in teens and adolescents has been on the rise. According to a study published by the Journal of the American Medical Association in 2010, hearing loss among American

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time to
UPGRADE?

Unique way to upgrade your hearing aids

Changes to your current hearing aids could have you hearing better.



If you think there's any chance you could be hearing better, it's time to find out. We've got a great new program that can re-program your Unitron hearing aids. The Flex:upgrade™ program

is your unique chance to try the best hearing technology in your current hearing aids—with no cost and no obligation.

It's a simple program. We'll test your hearing, and if we discover you could be hearing better, we'll temporarily upgrade the software in your current hearing aids.* You'll get to experience better sound and a number of enhancements that could make listening easier, improve speech and reduce background noises. After the trial, if you like it, you can purchase the upgrade, and we will make the changes permanent in your hearing aids. If not, there's no charge to set your hearing aids back to where they were.

If you'd like to learn more Flex:upgrade, give us a call today.

Have more
questions?

Give us a call today!

Hearing loss and children

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adolescents between the ages of 12 and 19 increased from 14.9 percent to 19.5 percent since 1990. And we can only assume that the trend is continuing.



So why the increase in hearing loss among the young? Today's young people are consistently putting themselves at risk by excessive noise and the use of personal electronic devices that deliver sounds directly into their ear canals. The Centers for Disease Control and Prevention reports that being exposed to 85 decibels of sound for eight hours can damage your hearing. What's 85 decibels? About the level teens listen to their music. And, if it's turned up to the max, hearing loss can occur in as little as 30 minutes. Full volume of a mobile device is about as loud as a chainsaw or motorcycle engine!

Prevention is easy

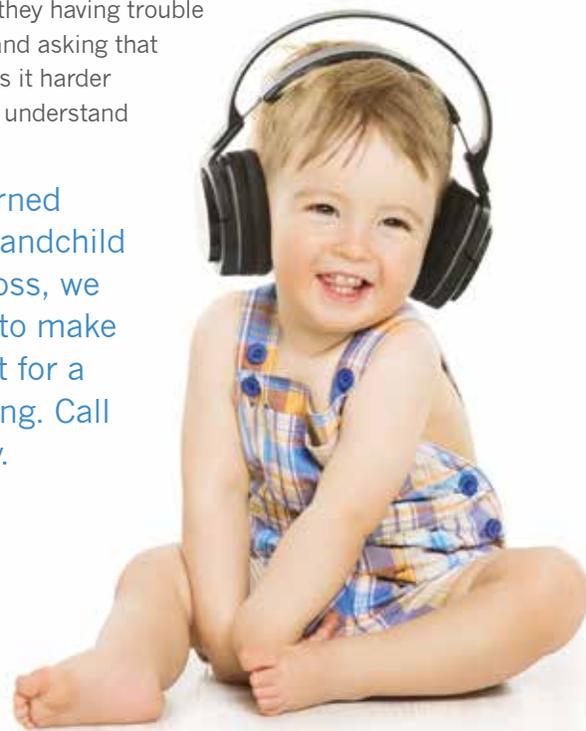
The great thing about noise-induced hearing loss is that it's totally preventable. There are small adjustments teens can make that can keep their hearing healthy and reduce their chance of a hearing loss now and in the future. Some simple things include switching to headphones instead of ear buds, taking breaks and listening at lower levels. Another good idea is the 60/60 rule which is to keep the volume at 60% or lower and only listen for 60 minutes a day. A good rule of thumb is if others can hear the music, it's too loud.

Pay attention to the warning signs

When children and teens have a hearing loss—even a slight one—it can negatively impact academic success and social interaction. And, even if there is no short-term loss, there is still a large potential that it will gradually result in irreversible hearing loss as they get older.

Hearing loss warning signs in children is often the same as older adults. Is your child or grandchild turning the TV volume up higher than necessary? Are they having trouble following directions and asking that things be repeated? Is it harder for them to hear and understand conversations?

If you're concerned your child or grandchild has a hearing loss, we encourage you to make an appointment for a hearing screening. Call our office today.



Keep cool with a cucumber



It's summer, so cucumbers are taking over gardens everywhere. These crazy-growing fruits are quite tasty and provide a number of health benefits. From disease-fighting powers to the traditional face mask and skin care, the cucumber packs a powerful punch.

As a good source of vitamin B, a slice of cucumber can give you a great boost

of energy. They are about 95 percent water and are a great way to keep your body hydrated. With the low calorie and high water and fiber content, cucumbers can help with weight loss and healthy digestion. In addition, they have most of the vitamins your body needs in a single day. Cucumbers also have a positive effect on fighting diabetes, reducing cholesterol, controlling blood pressure and fighting cancers.

Cucumbers are very versatile and can be eaten in a variety of ways. Try cucumber water, popsicles, and dips. Add cucumbers to sandwiches and salads. For a tropical treat, check out this issue's Tropical Cucumber Salad recipe.



RECIPE Tropical Cucumber Salad

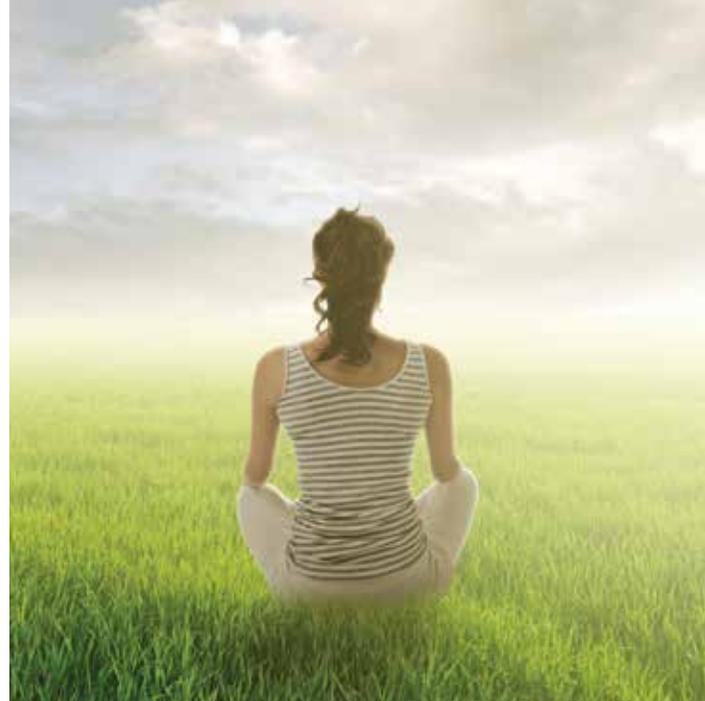
Ingredients

3-5 tsp fish sauce	1 tsp rice vinegar
1 tsp freshly grated lime zest, plus more for garnish	1/4 tsp crushed red pepper
2 tbsp lime juice	1 medium English cucumber, cut into 3/4-inch dice
1 tbsp canola oil	1 avocado, cut into 3/4-inch dice
2 tsp light brown sugar	

Preparation

Whisk fish sauce, lime zest, lime juice, oil, brown sugar, vinegar and crushed red pepper in a large bowl until combined. Add cucumber, avocado, mango and cilantro; gently toss to coat. Serve garnished with lime zest, if desired.

From EatingWell: May/June 2007



advicecorner

Meditation: Easy as 1-2-3

For many of us, meditation is a foreign concept. Perhaps it seems too odd, too time-consuming or too hard. The fact is, meditation is a fantastic tool, and the benefits are numerous. Meditation can improve your physical and mental health. It can help you overcome anxiety and depression, reduce stress and improve concentration. Research has shown that it can even boost creativity, improve digestion, lower blood pressure, decrease your risk of heart attack and the list goes on and on.

The beautiful thing about meditation is it doesn't take any equipment, and you can do it anywhere and anytime. Here's a few tips to get started:

1. Sit in a chair or on the floor with your spine upright and head up
2. Keep your eyes open
3. Pay attention to your breath and repeat a peaceful phrase to maintain your focus and quiet the outside world

Start with 10 minutes a day. There's a good chance you'll quickly want to increase the time!

Soakin' Up Summer



Relax, relax, relax

Long walks, reading at the beach, working in the garden, a night at the baseball field. How will you be relaxing this summer?

Whatever you choose, delight in it. Summer is a wonderful time to turn the focus on you. It's easy to do, and it's important for your physical and mental health.

Be sure to check out this issue's article on meditation. If you've ever meditated, you know the enormous benefits it can bring. If you've never tried it, I encourage you to give it a shot. Summer can be an especially great time to find a peaceful place to try this ultimate form of relaxation.

As you enjoy your summer, keep in mind how better hearing can make everything better and more enjoyable. We encourage you to schedule an appointment with us to ensure you're hearing your best.

Call today for free hearing consultations, hearing aid clean & checks or to talk about upgrading your current hearing aids.

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