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Showcase

Local Hearing Instrument Expert is Invited to Attend New Product Introduction in Copenhagen, Denmark

*Changing Attitudes About Hearing Loss with
Great Performance and Good Looks*

MANCHESTER, NH – According to a survey conducted by the Better Hearing Institute, as many as one in two Americans over the age of 50 has a hearing problem. A six-year study by the House Ear Institute found that Baby Boomers in particular may be contributing to an increase in early hearing loss due to their excessive exposure to loud rock music.

David Dachowski, B.S., H.I.S. of Granite State Hearing Aid Center in Manchester recently joined leading hearing care professionals from across the United States at a conference on Baby Boomers and hearing loss in Copenhagen, Denmark. The conference explored attitudes and issues surrounding hearing loss among this new generation and looked at the newest high tech hearing solutions designed with technology savvy, style conscious Baby Boomers in mind.

"Many adults will begin to see the first noticeable changes in hearing acuity as they reach their 50s," states Dachowski. "In fact, every second person over age 50 experiences a decrease in speech understanding in noisy listening situations like business meetings, social gatherings and restaurants."

According to Dachowski, many people in the 50-plus generation resist addressing hearing loss, often waiting until the hearing loss is seriously affecting their quality of life.

But now, a new hearing device is changing the perception of what it means to have a hearing

loss. In Denmark, Dachowski was among the first hearing care professionals to learn about new Oticon Delta, a revolutionary new design in personal hearing devices looks more like a high tech fashion accessory than a hearing instrument.

"This is definitely not your grandfather's hearing aid," explains Dachowski. "Oticon Delta doesn't look at all like a hearing aid. It has a fashionable, high tech appearance and a streamlined triangular shape and its so tiny that it's virtually invisible when being worn. Best of all, this trendy hearing device contains some of the most sophisticated computer sound processing technology available so that it can give a significant improvement in speech understanding in noisy listening situations."

Delta's cutting edge technology and fashionable good looks cater to Baby Boomers' hearing needs and style sensibilities. Dachowski offers new Delta in a 17 metallic colors including "Cabernet Red" and "Racing Green."

"With Delta, Baby Boomers can stay active and in touch with their surroundings without feeling self conscious about wearing a hearing device," says Dachowski. "They can just put Delta on and forget it – it's that comfortable."

For more information about hearing loss and the new Oticon Delta, call David P. Dachowski, B.S., H.I.S. at 627-1762 or 1-800-564-8206.



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