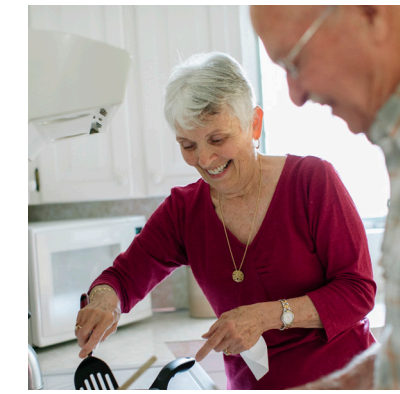


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50
.....

benefits of
better
hearing



FIFTY YEARS
— 1967 • 2017 —

1

Better hearing will change your life.



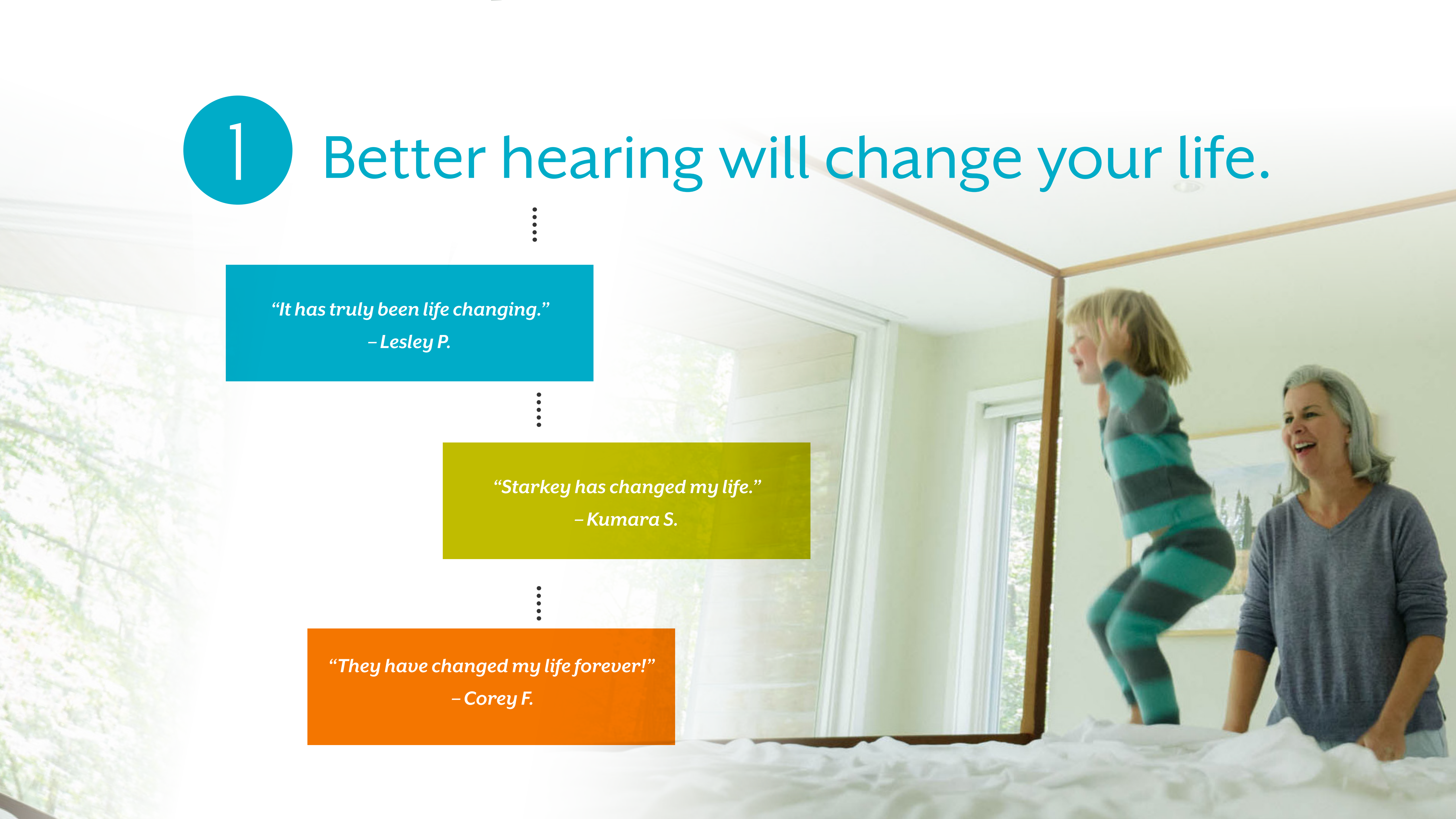
“It has truly been life changing.”
– Lesley P.



“Starkey has changed my life.”
– Kumara S.



“They have changed my life forever!”
– Corey F.



2

Better hearing improves communication and relationships.¹

3



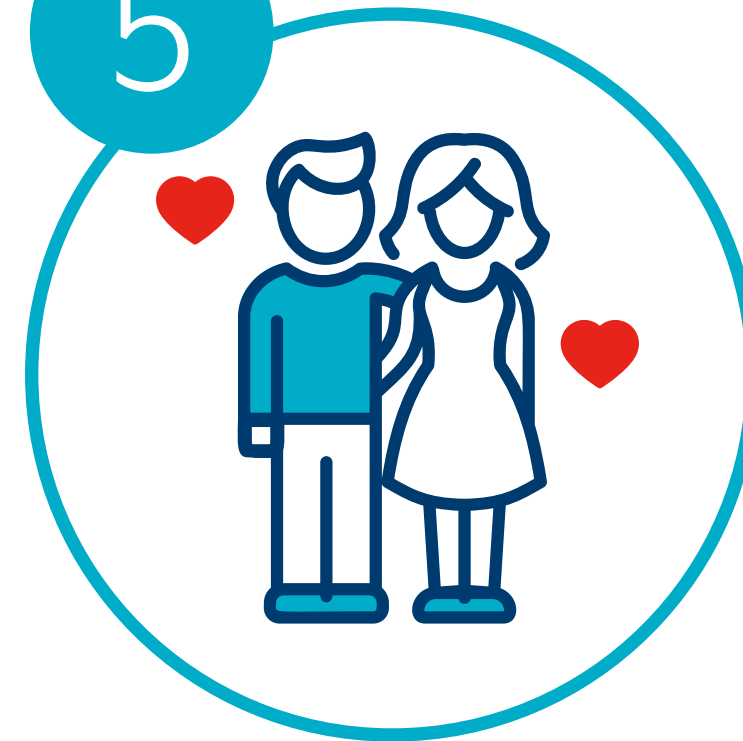
It can improve intimacy and warmth in family relationships.¹

4



It reduces anger and frustration in relationships.²

5



Hearing aid users reported significant improvements in their sex lives.³

6



And say it has a positive effect on their relationships.⁴

7

Better hearing positively affects confidence and independence.³



8



Hearing aid users are more likely to be optimistic and feel engaged in life.⁴

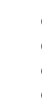


9

They say they feel more confident and better about themselves.⁴

10

Hearing loss treatment has been shown to improve sense of control over life events.¹



“You’ll be more aware of what’s going on around you.”
– Phil M.





11

"I have more control over my hearing: when I'm on a plane, I can turn the microphone volume all the way down but still listen to music."

– Trevor T.

13



"It helps me feel safer when I am alone and/or my husband is traveling – because I can now hear noises in the distance, or the dog growling at something."

– Molly A.

12



It reduces self-criticism.²

14

Better hearing improves emotional strength.¹

15



It reduces depression and depressive symptoms.²

16



It reduces feelings of paranoia.²

17



It's been shown to reduce anxiety.²

18

*Gives you the feeling you're "living in a whole new, brighter, happier world."
– Madison B.*



19

Better hearing helps you take control over your career.



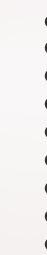
Adults who treat their hearing loss have higher employment rates than peers who don't.⁵



It's been shown to improve earning power.¹



Most hearing aid users say wearing hearing aids has helped their performance on the job.⁴



"I can work better, more efficiently and effectively."
– Marty C.

23 Better hearing keeps you connected.



My Halo 2 hearing aids are “my default link to the audible internet.”⁶
– Lloyd A.



“iPhone integration takes my hearing aids and smartphone to a whole new level. I can stream radio, podcasts, and audiobooks through my hearing aids.”
– Trevor T.



26

Better hearing improves your social life.³

27

Hearing aid users say it positively affects their ability to participate in group activities.⁴

⋮

“I’m more active and engaged in life.”

– Tammy L.

28

“Wearing hearing aids eliminates a sense of isolation.”
– George D.

29



Hearing loss treatment is shown to reduce social phobias.²

30

“I feel more involved when I wear them around friends and family during holidays or outings.”

– Sarah B.

31

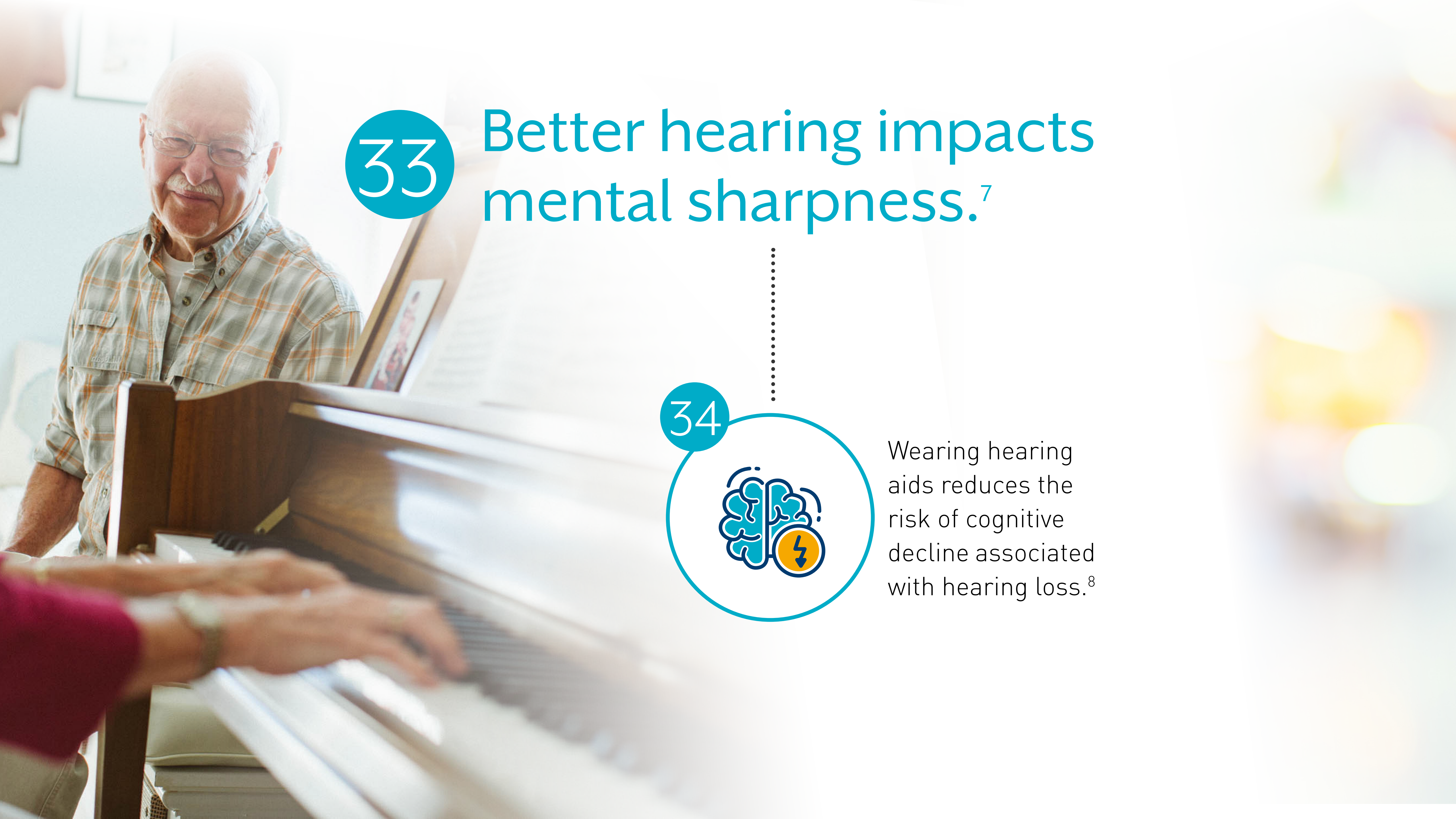
“Wearing hearing aids is a great conversation starter in social situations.”

– Trevor T.

32

“I feel more encouraged to talk to and meet new people.”

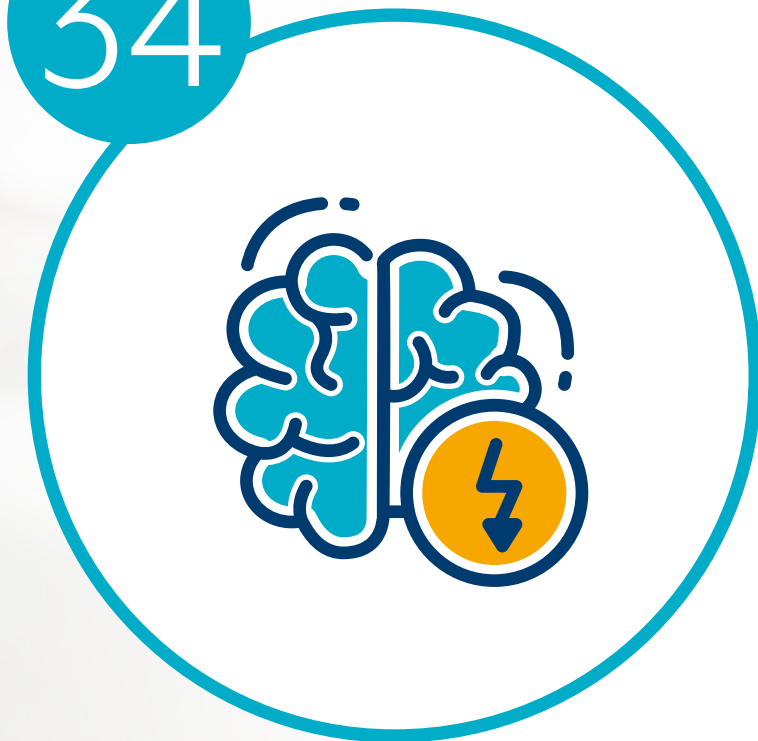
– Molly A.



33

Better hearing impacts mental sharpness.⁷

34



Wearing hearing aids reduces the risk of cognitive decline associated with hearing loss.⁸

35

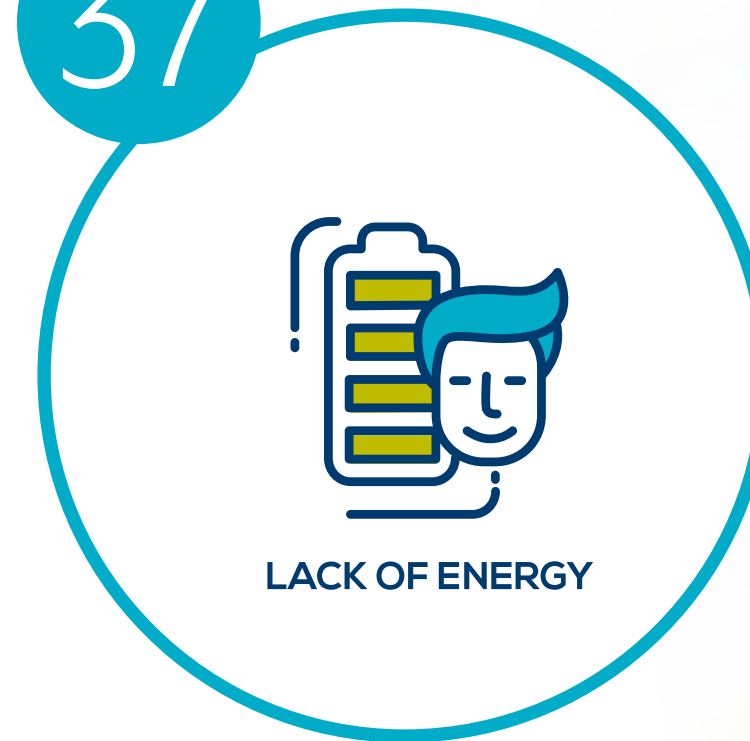
Better hearing has been shown to improve physical health.¹

36



It may help reduce the risk of falls in older people by improving balance.⁹

37



*"I have greater energy levels when I wear my hearing aids versus when I don't."
– Sarah B.*

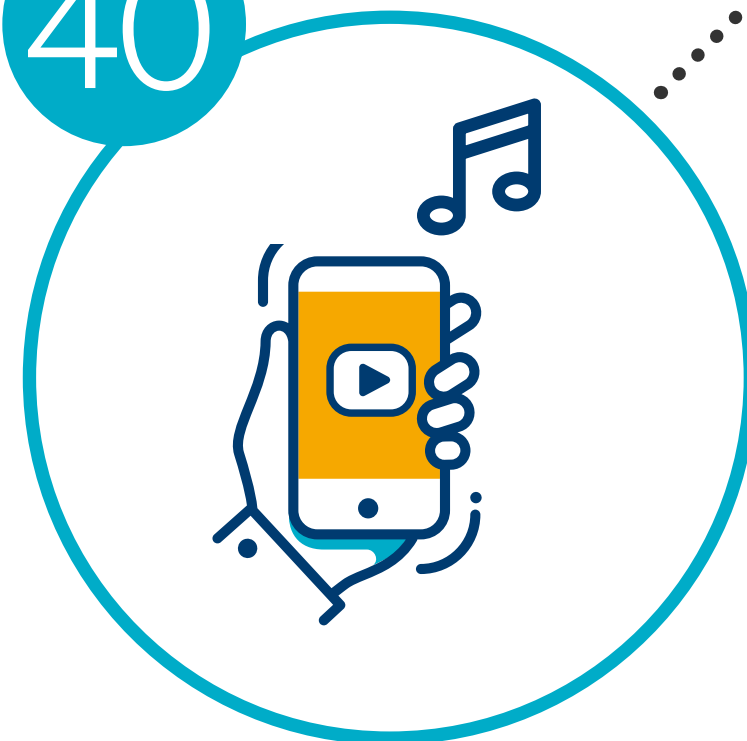
38 Better hearing makes life easier.

39



You can answer and talk on the phone hands-free.

40



You can stream music directly (and wirelessly) to your hearing aids.

*"I enjoy music so much more."
- Trevor T.*

41

*"Keeps me out of trouble with my wife."
- Steve S.*

*"They are a great relief to my wife, who got VERY tired of having to repeat things she said, over and over again."
- Jerry M.*

*"My wife is happier when I wear my hearing aids."
- Les K.*



*"I no longer feel excluded or different."
- Sarah A.*

Hearing loss treatment was shown to reduce discrimination toward the person with the hearing loss.²



*"I hear the car radio much better."
- Les K.*



*I can watch TV while my wife is asleep."
- Rick M.*

You can listen to TV without bugging anyone



45



Treating hearing loss reduces embarrassing moments.

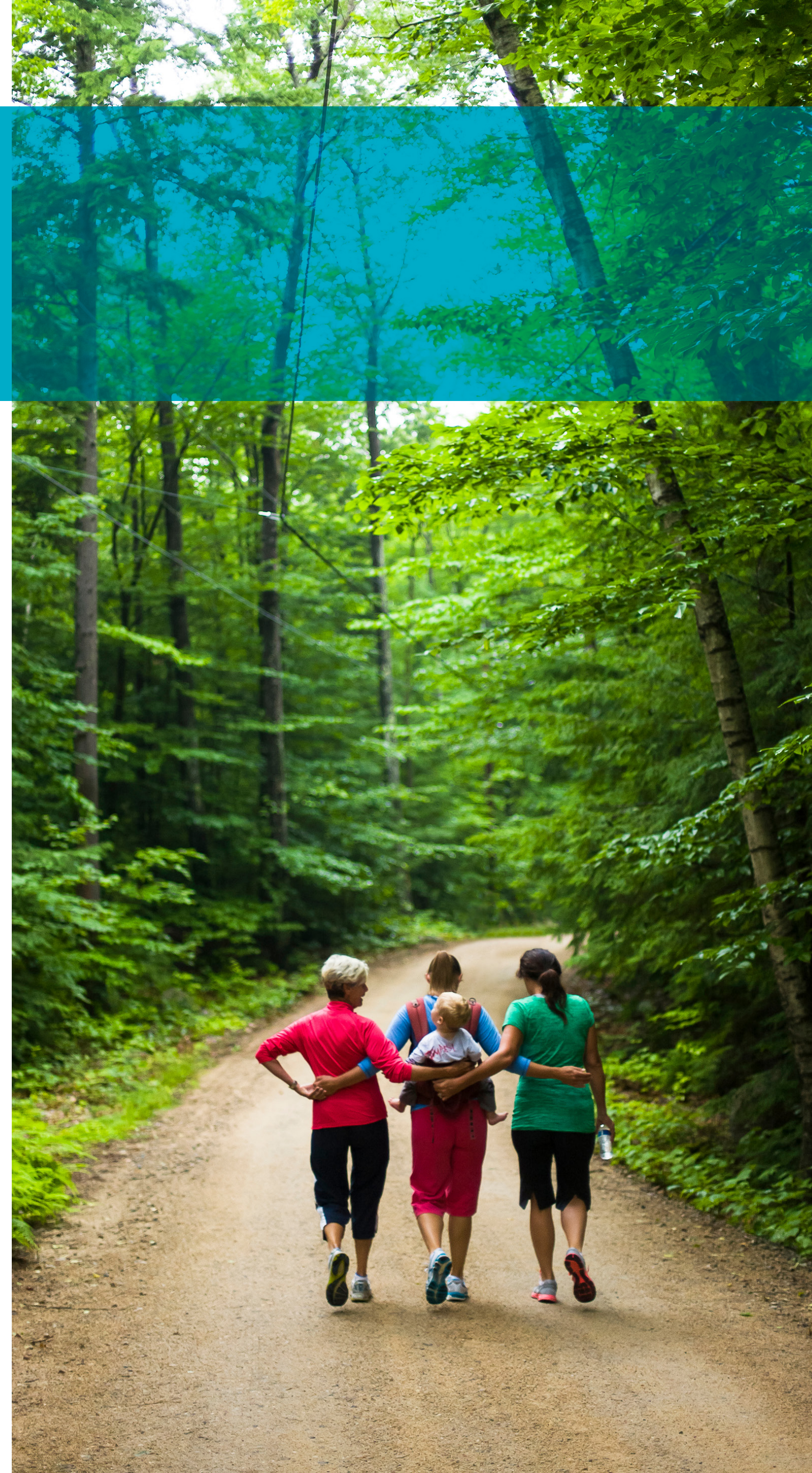
“The final straw came at church. I love to sing and sometimes would sing solo for morning service. Then, during one morning service, as I belted out “In The Garden” from my pew, I noticed my mother-in-law snickering along with her friends. I asked her why she was laughing so hard. When she was able to catch her breath, she told me she liked my song but the rest of the congregation was singing “Amazing Grace.” HUH?? I purchased my first Starkey not long after that.”

– Reta B.



46

Better hearing enables life's precious moments.



*"I hear sounds that I haven't heard in years."
- Stephanie H.*



You can hear wildlife again



*"I can now actually hear every word my grandchildren say."
- Rozanne O.*

49

“Hearing my 18-month-old daughter sing ‘Twinkle, Twinkle Little Star’ is irreplaceable.”
– Brian D.

You’ll stop missing out on conversations, music, laughter and the other joys of life.

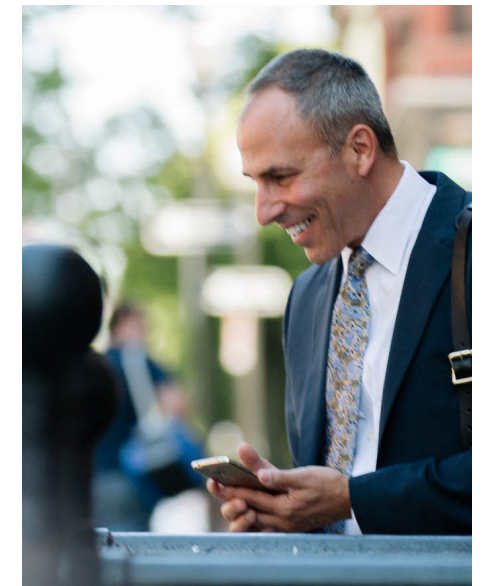
50



“Until I got my hearing aids I had no idea what I had been missing.”
– Paul B.



If you're ready to treat your hearing loss and enjoy the benefits of better hearing, ***talk to your Hearing Healthcare Professional today.***



Sources:

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FIFTY YEARS
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