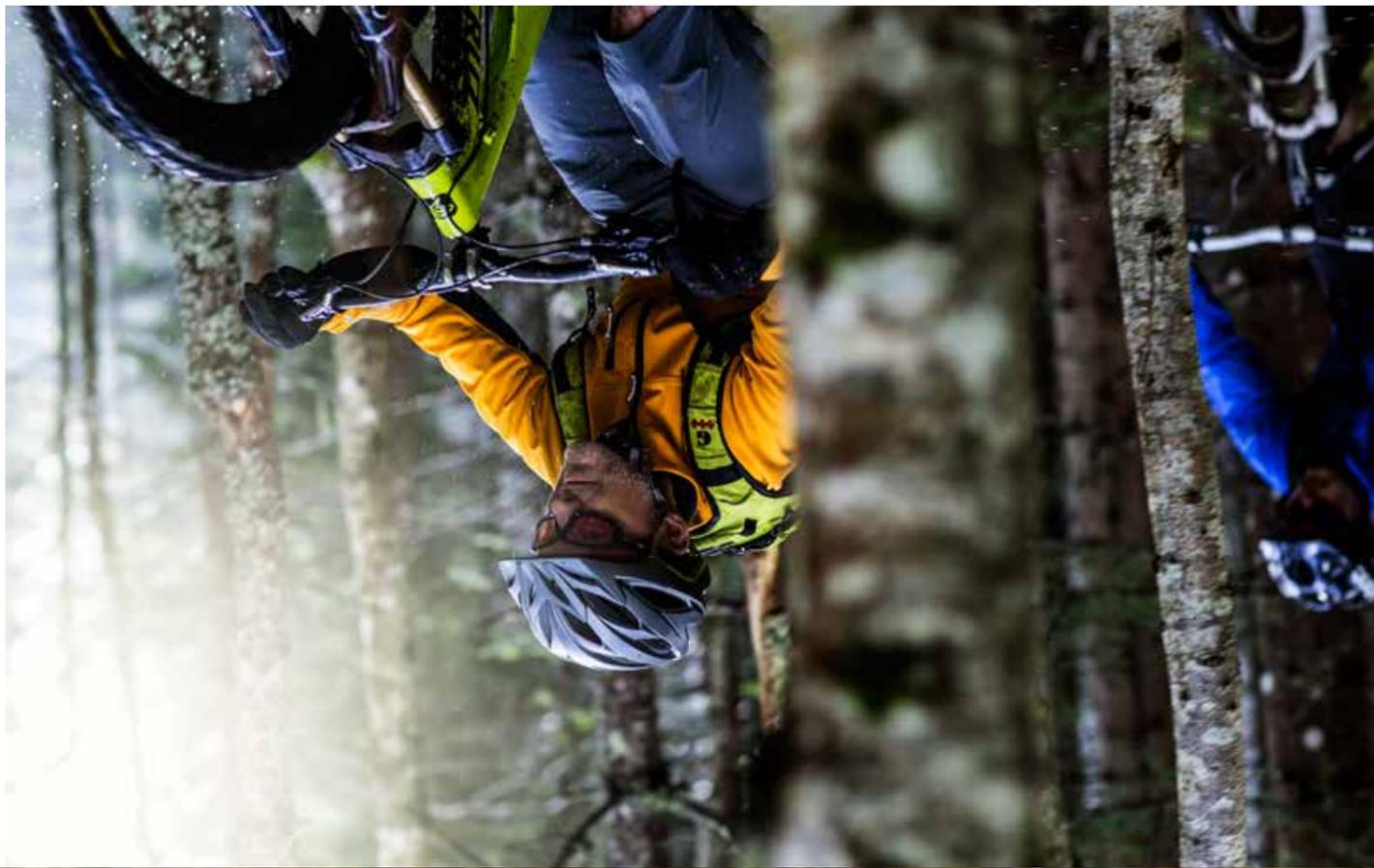


AIDS?

NOT READY FOR HEARING

If you suffer from hearing loss, then you are not alone. In fact hearing loss is very common, affecting around 360 million people worldwide. And while it is often associated with old age, hearing loss also affects an increasing number of younger people.



HELPING YOUR HEARING



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HELP IS AT HAND

Finding a way to deal with your hearing loss can be a challenge.

There are many reasons to put off using hearing aids, including the fear of being stigmatised, denial, or simply accepting hearing loss as a part of the aging process.

However there is significant evidence to suggest that the earlier you react to signs of hearing loss, even a mild hearing loss, the more your quality of life will improve in the long term.

The important thing to remember is that hearing aids can help, no matter when you begin to use them.

And if you are reading this, then you are already taking an important step towards helping your hearing.

And enjoying doing the things in your life that matter to you - wherever you are.



WHY HEARING AIDS ARE A GOOD IDEA

Hearing aid technology has advanced incredibly in the last decade. Today's hearing aids are a long way from the bulky devices of the past. They are small, stylish and discreet – and with more processing power than the average computer.

And of course there are other advantages:

- You will feel less isolated
- You will be better able to communicate
- It will be easier to engage socially
- You will have more confidence and independence
- Stress and depression will be alleviated



ONCE YOU HAVE A HEARING AID

Using your hearing aid for the first time can be an overwhelming experience. It takes time to get used to a new world of sounds. Your brain also needs time to adjust, and sounds may seem louder than they were before. But don't worry – this period of adjustment will pass.

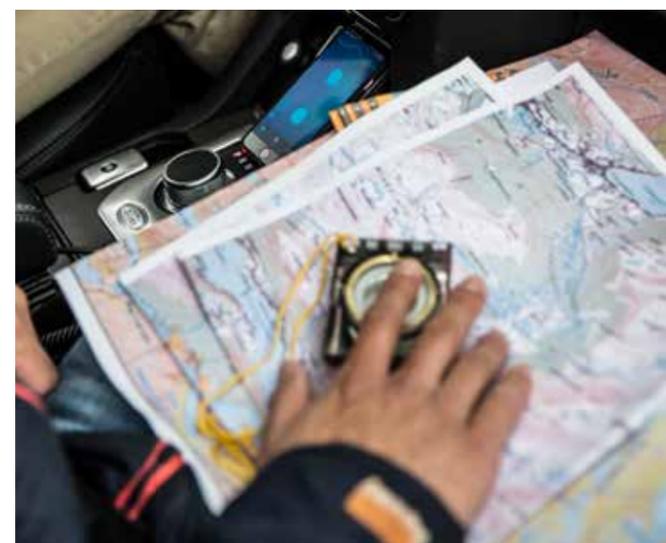
Try the following when you begin using hearing aids:

- Start slowly and wear your hearing aids for short periods of time, for example one or two hours a day
- Use your hearing aids in situations with few people and not too much noise
- Allow yourself some breaks during the day
- Be careful that your ears do not get sore. If they do, contact your hearing care professional
- Allow yourself time to adapt to the new sounds and sensations in your ears

PRACTICE MAKES PERFECT

As with many other things in life, developing a routine can help you.

Gradually start using your hearing aids for longer periods of time and in noisier environments. Try listening to the radio or television, or talking on the phone. And use them more with friends and family.



To learn more about how hearing aids can help you, contact your nearest hearing care professional or visit widex.com