

YOUR HEARING CARE IS HEALTH CARE



DR. DARROW'S NEW ONLINE PRESENTATION

No Treatment Lasts Forever



A Scientific Explanation to Why No Treatment Lasts Forever...

In this short, 11-minute, online seminar Dr. Keith N. Darrow, PhD, explains how hearing deteriorates and treatments improve.

NoTreatmentLastsForever.com

May Is Better Hearing and Speech Month **No One Should Risk Hearing Loss From Loud Sounds!**

May is the month that we observe better hearing and speech to increase awareness about hearing health and successful communication. The effect of loud noises on hearing loss is preventable. For more information, please visit www.excellenceinaudiology.com.

- Hearing loss affects a large percentage of the world's population, approximately 48 million people, both adults and children alike.
- Tens of millions of people between the age of 20 and 70 will likely experience hearing loss due to noise exposure.
- Approximately 10 to 20% of teens exhibit signs of noise-induced hearing loss.
- Hearing loss increases with age, especially if not put in check early on. Almost 40% of those over 50 years young begin experiencing hearing

loss. For people over the age of 70, this number increases exponentially.

- Over 50% of individuals (especially teens) listen to music with their earphones/headphones at loud volumes. (Please keep the volume below 60%!)
- Loud noise is an important hearing health issue and a huge environmental risk in the world today.

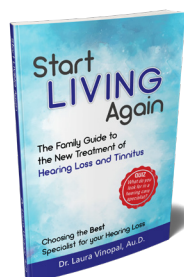
Did you know that you are born with approximately 16,000 hair cells in your inner ear?

Those hair cells permit your brain to detect sounds. When the cells are damaged or destroyed, they do not grow back. And you can lose up to 50% of hair cells before you even notice changes in your hearing. Loud noises can damage hair cells and the auditory nerve which transports information about sounds to your brain.

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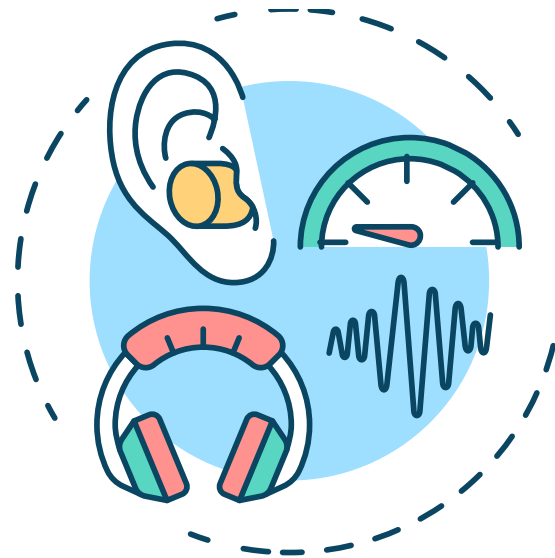
BENEFITS OF SUBSCRIPTION BASED HEARING HEALTHCARE:

- ✓ Avoid the Large Upfront Cost of Traditional Hearing Aids.
- ✓ Low Monthly Subscription Plans for the Medical Treatment of Hearing Loss and Tinnitus
- ✓ All-Inclusive Coverage for your Hearing and Tinnitus Treatment Needs
- ✓ Price Lock Guarantee so Your Treatment Costs Won't Increase Over Time
- ✓ No Patient is Denied the Care they Need due to Bad Credit/No Credit



When eating is tearful

The expression "crying crocodile tears" means expressing insincere grief. It arose because crocodiles appear to weep while they are happily munching on prey. A neurological disorder in humans called crocodile tears results from damage to the fifth cranial nerve, which controls the mucous membranes of the face. When the affected person is eating, signals that should stimulate salivation instead stimulate lacrimation—better known as crying.



Reducing Exposure to Loud Sounds

Knowing what we now have learned about loud noises affecting your hearing, prevention is imminent.

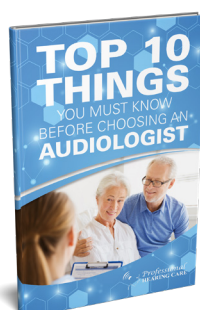
So, how can you start protecting yourself immediately?

Protect your hearing by first having it checked by a professional and also taking the following steps to avoid hearing loss from loud sounds:

- ✓ **Headphones.** When wearing headphones, keep track of how long you have them on, keep the volume down, and take breaks from the noise periodically.
- ✓ **Be Conscientious of Noise Levels.** Whether you are working at a noisy job site, at a concert, or at any place where you must shout to be heard,

then consider the noise level too high. If you are in these places often, use noise-cancelling earmuffs or earplugs.

- ✓ **Shooting a Firearm.** Another area of concern when it comes to noise is whenever you are shooting a firearm. Always use hearing protection when shooting recreationally.
- ✓ **Turn the TV Down.** Try to keep the volume on the TV down as low as possible. The same with the radio in your car.
- ✓ **Recover.** Sometimes it is inevitable that you will be exposed to loud environments. Give yourself time to recover after being exposed.
- ✓ **Be Careful What You Put In Your Ear!** This one may seem obvious, but it



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- ✓ isn't always. Never use anything to scratch inside of your ears. When using a Q-tip, clean only around the very tip of your ear and do not reach down to the eardrum. The wax will lift itself out to the opening naturally.
- ✓ **Keep Moving.** Exercise helps to keep the blood pumping, including in your ears and will keep the internal parts of your ears healthier.
- ✓ **Get Tested.** Whether you experience hearing loss, ringing or fullness in your ears, get tested. Also, anyone

over 50 should be tested even without symptoms.

Loud noise can cause hearing loss and also tinnitus (ringing or buzzing in the ear), and hyperacusis (heightened sensitivity to sound). Frequent contact to loud environments over the years will undoubtedly have an effect on how well you hear later in life, even after exposure has ceased. Be vigilant now to protect your hearing later.

It's important to know that those who live with untreated hearing loss are at risk of

becoming isolated from their family and friends and suffering from depression and anxiety. There is increased risks of falls, higher healthcare costs, dementia, and cognitive decline, together with an overall lower quality of life.

This May, we urge you to not only have a hearing test done but also to spread the word to others. Noise-induced hearing loss IS preventable! And encourage your children to adopt healthy hearing habits before it's too late!



Dr. Keith Darrow, PhD, CCC-A

M.I.T. and Harvard Medical Trained
Neuroscientist and Clinical Audiologist

Dr. Darrow is a Harvard Medical School and M.I.T. trained neuroscientist and clinical audiologist. He is a professor at Worcester State University and Certified Alzheimer's Disease and Dementia Care Trainer. His book, *Preventing Decline*, is an Amazon.com #1 New Release and Best Seller.

Learn More at
www.WatchDrDarrow.com

BRAIN HEALTHY RECIPE

Roasted Brussels Sprouts With Chickpeas And Harissa

Ingredients

- 1 pound of brussels sprouts (ends cut off and cut in half)
- 1 can chickpeas – (drained and patted dry)
- pimento-stuffed green olives (optional)
- olive oil
- juice of one lemon
- Harissa or your favorite spice

Directions

1. Preheat oven to 375 degrees.
2. Cut ends off brussels sprouts, cut in half, and place in a large bowl. Drain chickpeas and pour onto a double-layered paper towel to pat dry. Add to bowl.
3. In a separate smaller bowl, whisk together the zest and juice of lemon, 1/4 cup of olive oil, and Harissa. Pour into the large bowl and toss well.
4. Place on a large cookie sheet and spread out all ingredients. Roast in the oven for 20 minutes – remove and toss well. Continue roasting for another 20 minutes.





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BRAIN GAME **Maze** > Instructions: Find your way through the maze.

