

HEARING AID BUYER'S GUIDE

 **HearingHelp** *express*
an IntriCon company

Addressing your hearing health is one of the most important decisions you will ever make.

Welcome to Hearing Help Express

Did you know that treating hearing loss can help you improve your overall quality of life! That's why we're excited to share The Hearing Help Express Hearing Aid Buyers Guide. We want to help you stay informed and make better hearing healthcare decisions.

In this guide you'll find helpful information on the following:

- Hearing Facts
- How we Hear
- What is Hearing Loss
- Symptoms of Hearing Loss
- Degrees of Hearing Loss
- Treatment of Hearing Loss
- Types of Hearing Aids
- Benefits of Hearing Aids

For over 40 years, Hearing Help Express has been dedicated to providing high-quality hearing health support and guidance over the phone, by mail, and now online. Our #1 goal is to help you find the answers you need to improve your hearing health.



“I appreciate your support and the time you took to answer my questions. You have a very patient and caring staff. I can’t thank you enough for the help you have given me. I now understand my hearing loss better which allowed me to find the right hearing aid for my needs and budget.”

L.C. – Indiana

THE POWER OF HEARING

Hearing is a truly unique way of experiencing the world around us. Sounds put joy and meaning into our days and give us a better life.

Research shows hearing loss is the third most common chronic physical condition in the United States, even more prevalent than diabetes or cancer.

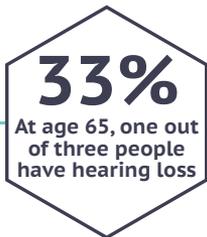
Hearing loss begins gradually; aging and noise exposure take their toll on our ability to hear. When the hearing pathway is not being stimulated, our ability to make sense of what we hear deteriorates more rapidly.

Ignoring hearing loss has broad, negative consequences. It's been associated with poor thinking and memory ability and can lead to social isolation, depression and even dementia.

This is why hearing loss prevention and early detection are so important. Treating hearing loss can help you avoid serious health problems, maintain your confidence, independence, and improve your overall quality of life!



About 20% of American adults aged 18 and over report some degree of hearing loss



Roughly 25 million U.S. adults have experienced tinnitus lasting at least five minutes



MORE MEN THAN WOMEN

Men are twice as likely as women to have hearing loss among adults aged 20-69



28.8

MILLION US ADULTS

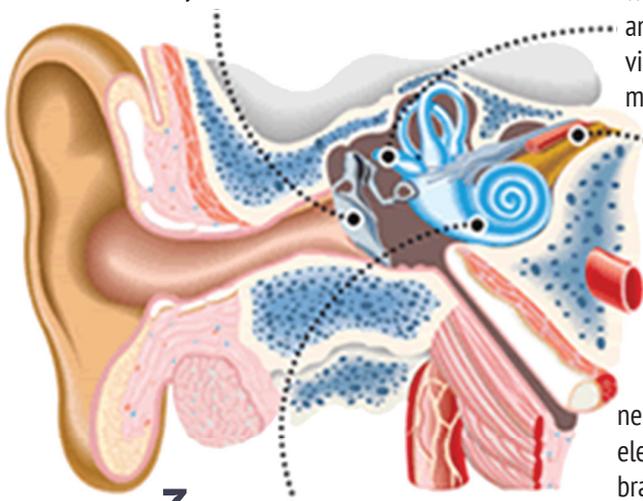
About 28.8 million U.S. adults
**COULD BENEFIT FROM
WEARING HEARING AIDS**

Recognizing and addressing hearing loss can be hard. It can take time and courage but rest assured, you are not alone.

How we hear

1. Sound waves travel into the ear canal until they reach the eardrum.

2. Your eardrum vibrates with the incoming sound and passes the sound vibrations through to the middle ear bones.



3. The middle ear bones amplify the sound vibrations and send them to your inner ear, or cochlea. The sound vibrations activate the tiny hair cells in the inner ear. These hair cells change the vibrations into electrical signals that are sent to the brain through the auditory nerve.

4. Your auditory nerve carries these electrical signals to the brain. This tells the brain you are hearing sound and translates it into a sound you can understand.

What is hearing loss?

Hearing loss happens when there is a problem with one or more parts of the ear or ears, the nerves coming from the ears, or the part of the brain that controls hearing. (Hearingloss.org)

In adults, some of the most common causes of hearing loss are:



**Exposure to
loud noise**



**Natural
Aging**



**Head
Injury**



**Illness &
Medicines**

Did you know?

We hear with our brains. It is our brain that locates and interprets sound and lets us tune it in and out.

Fun Fact: your ears don't stop hearing when you sleep; your brain chooses to ignore sound.



Signs of hearing loss

On average, it takes people seven years from the time they think they may have a hearing loss to the time they actually seek treatment. For most adults, the onset and progression of hearing loss extends over some time.

There are 4 common signs of hearing loss:



Difficulty hearing in noisy environments and avoiding social situations



Trouble understanding speech, others seem to mumble and asking people to repeat



Listening to the TV or radio at a high volume



Tinnitus, or ringing in the ears



Degrees of Hearing Loss

Mild

Moderate

Severe

Profound

Symptoms of Degrees of Hearing Loss

Mild to Moderate Hearing Loss Symptoms

- Women and children are sometimes hard to understand.
- You often ask people to repeat themselves.
- Words seem loud enough, just not clear enough.
- You can hear in a quiet environment but not in noise.

Moderate to Severe Hearing Loss Symptoms

- The above is true and also ...
- Telephone conversations are often difficult.
- Any background noise makes it difficult to understand.
- You sometimes can't hear doorbells or the phone ring.

Severe to Profound Hearing Loss Symptoms

- The above is true and also ...
- You cannot use the telephone without amplification.
- You often do not hear your alarm clock.
- You can only understand people when they are looking at you and raise their voice.

Untreated hearing loss can lead to:



**anxiety
& isolation**



depression



**cognitive
problems**



dementia

Treatment for hearing loss

Help is available! The right treatment depends on the cause and severity of your hearing loss. If you're experiencing hearing difficulties, consult with your medical physician to determine the cause of your hearing loss.

In many cases, a hearing aid is the perfect choice to help you improve your hearing. No matter where you purchase a hearing aid, always make sure they offer the following:

- FDA listed digital devices
- 45-day risk-free trial
- Reasonable prices
- Free shipping
- Free professional support
- Payment plan options

Hearing Help Express proudly offers all of the above!

95%

**of those suffering with
hearing loss can be treated
with hearing aids!**

Types of Hearing Aids

offered by Hearing Help Express

Ready-to-wear in-the-ear



MILD TO MODERATE
HEARING LOSS

- Perfect for new hearing aid users
- Discreet Size
- Use them every day or just when you need them

Slim-tube behind-the-ear



MILD TO SEVERE
HEARING LOSS

- Slim-tube gives you a super discreet fit
- Sleek design
- Multiple features

Standard fit behind-the-ear



MODERATE TO
PROFOUND
HEARING LOSS

- Larger size allows for more power
- Durable
- Multiple features

Solution for hearing in noise

When paired with the Felix-8750 hearing aid, a companion microphone is the best way to help improve hearing in noisy environments.



COMPANION
MICROPHONE

If hearing in noise is a high priority for you, ask about our companion microphone option.

- Personalized hearing solution
- Improved hearing in noisy environments

Benefits of Hearing Aids

Hearing aid users enjoy better overall health than non-users. The most beneficial effects of hearing aids are found in the users' social lives, taking part in group activities, and family relationships.

One benefit that comes up again and again is the excitement and pride over a renewed sense of independence. When you hear better, you're less dependent on others to repeat what's being said, giving you the freedom that comes with improved hearing.



INDEPENDENCE

CONFIDENCE

Hearing aids can help you keep your independence and maintain your confidence.



8 out of 10

said having hearing aids improves their quality of life.

3 out of 4

said having hearing aids makes them feel more confident in social situations.

7 out of 10

said having hearing aids improves their relationships with those closest to them.

*“I can hear so much better
and people don’t have to
repeat themselves.”*

Edna E. – GA

“CONVERSATIONS ARE ONCE
AGAIN A PLEASURE AND I
AM NOW ABLE TO LISTEN
COMFORTABLY TO CHURCH
SERVICES WITHOUT MISSING
A WORD.”

MERLE K. –AZ

*“These hearing aids have
increased my quality of
life by 100+%. ”*

D.C. – OH

“THANKS FOR THE ABILITY
TO ONCE AGAIN HEAR AND
PARTICIPATE IN CONVERSA-
TIONS WITH THE REST OF
THE WORLD.”

A.A. – CA

*“This hearing aid
has helped me a lot.
TV is much clearer
and I don’t have to
ask people to repeat.”*

R.C. – GA



Take action with  **HearingHelp** *express*
an IntriCon company



Hearing Help Express offers a large variety of inexpensive FDA-listed hearing aids and accessories which ensures that we have a solution for just about anyone. Our approach to bringing hearing aids directly to you reduces costs by cutting out the middleman and focusing on selling high-quality digital hearing aids at affordable prices.

We make it easy! Take the online hearing assessment or call and talk with a licensed hearing aid specialist for hearing aid recommendations. Then place your hearing aid order and try it at home for 45-days risk-free. If you're not 100% satisfied with the hearing aid send it back for a full refund of your purchase price.

Call today: **1-800-221-2099**

Visit us online: **HearingHelp.com**

enjoy being
part of the
conversation

improve
your
relationships

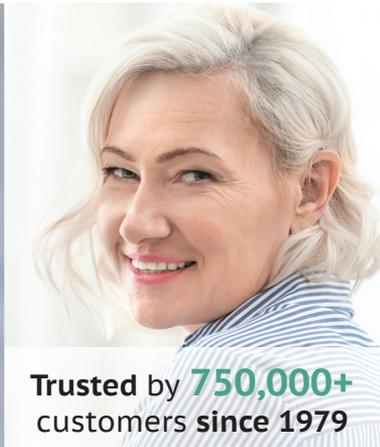
maintain your
confidence and
independence

feel happy
more
often

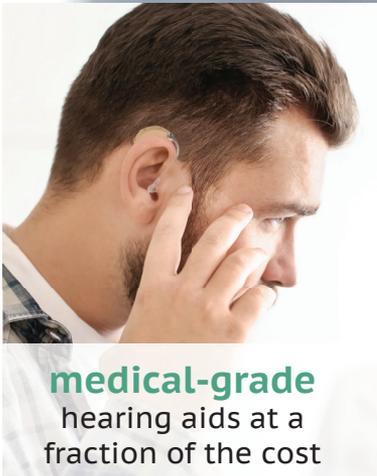


FDA-LISTED

100% digital hearing aids



Trusted by **750,000+**
customers since **1979**



medical-grade
hearing aids at a
fraction of the cost

 **HearingHelp** *express*
an IntriCon company

- 45-day risk-free trial
- FREE professional support
- FREE shipping
- Payment plans available

1-800-221-2099
HearingHelp.com

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Take control of your hearing.

Hearing Help Express is transforming the way that consumers purchase hearing aids.

All of the tools and resources you'll ever need to help you stay informed and make better hearing healthcare decisions.



1-800-221-2099
HearingHelp.com