

Message from the desk of Dr. Lastname



## Welcome!

I'm so excited to share with you our first issue of hearTHIS! This newsletter is our way to connect you with useful information on better hearing and healthy living. Throughout these newsletters you'll find important product information and technology updates, as well as ways to stay healthy and active.

As we move into summer, it's a splendid time to pay attention to those things that keep us healthy and vibrant. Summer is filled with recreation and relaxation. For many, it means more get-togethers with family and friends. This makes it a great time to ensure your hearing is at its peak performance. Whether that means a hearing screening, a clean and check or a hearing aid upgrade, we're here to help. You can call us today to schedule an appointment.

**Call today for free hearing consultations, hearing aid clean & checks, or to talk about upgrading your current hearing aids.**

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### Summer Special One Goes Here

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Offer expires xx-xx-xx

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SUMMER 2013



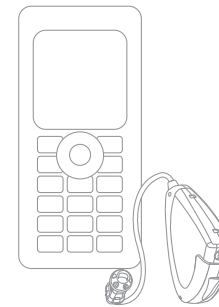
# hear THIS

Follow the beat of better hearing and healthy living

specialreport

What? I Didn't Know That!

## New Technology Leads to Better Cell Phone Conversations



Did you know it's now easier to hear on your cell phone with your hearing aids? Many hearing aids come with wireless capabilities that allow you to connect directly with your cell phone for interference-free listening.

Bluetooth® enabled hearing aids from Unitron can help you reconnect to your world by pairing your hearing instruments to a variety of Bluetooth enabled electronic devices—including your cell phone. When you use this technology, you get hands-free communication, clear transmission of the phone conversation directly into your ears and more! To learn more about Bluetooth hearing instrument technology and to make it work for your hearing aids, contact us today.



## Better Hearing May Keep Your Brain Healthy

We all know that our ears and brain work closely together. The brain is constantly receiving and decoding the electrical signals sent from the inner ears to deliver the sounds we hear. But to what extent does hearing have on keeping our brains healthy? Perhaps a lot.

According to the Better Hearing Institute, recent research has found that seniors with hearing loss are significantly more likely to develop dementia over time than those who retain hearing. The exact reasons why are not yet known, but there's useful information to glean from these findings.

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Serving the [City/region] for over [xx] years with [xx] locations:

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Have a friend or relative that has signs of a hearing loss?

Have them call for an appointment today!

## Short Walks Count Too



We've been hearing it for years – the importance of physical activity. The more you exercise, the healthier you are. It can control your weight, reduce your risk of heart disease and diabetes, improve your mood and much, much more. Physical activity is one of the most important things you can do for your health, regardless of age, size, sex or ethnicity.

But with today's over-scheduled calendars, how do you find the time? It's really easier than you think to take that first step to healthy living. Break it up. Take just a ten-minute, brisk walk once a day. Gradually work up to three times a day. Strive to do this five days a week and Voila! You've done it. You've met the CDC guideline of 150 minutes of moderate-intensity aerobic activity every week. What's more, those daily walks can burn 140 calories or more!

So, start taking those brisk walks today – and enjoy the sounds and feelings of summer while you're at it.

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### An active brain is a healthy brain

Challenging your brain with new activities can help fight a decline in cognitive ability. Under this principle we can assume that the more sounds your brain processes – new and familiar – the better it functions. When you use your hearing aids, you're giving your brain the stimulation it needs to keep it active.

### Hearing keeps you connected

Untreated hearing loss can lead to social isolation and depression – both known risk factors for dementia and other cognitive disorders. So, it stands to reason that if you take care of the hearing loss, you'll lower your risk factors. Studies suggest that the use of hearing aids is associated with reductions in anger, anxiety, paranoia and more. In fact, many people who use hearing aids have improved social lives.

There is still much for us to learn about the relationship between healthy hearing and a healthy brain. But one thing is certain: regular hearing checks and using hearing aids when possible can do nothing but good for you.

## New Technology Zones in on Speech

Hearing aid technology has taken a huge step forward.

Just recently, manufacturer Unitron released the Moxi™ Pro with SpeechZone™ – a discreet hearing aid that automatically delivers more natural listening in the toughest situations. By allowing your two hearing aids to communicate with each other, you get clear, effortless listening in the toughest situations.



### Pulling speech out of background noise

The unique, patent-pending technology of SpeechZone literally zones in on speech and pulls clear speech out of distracting background noise. It recognizes when speech is coming from the front or the sides and adjusts automatically which lets you hear the voices you want to hear. Comfort and

style are not compromised with this advanced technology.

The Moxi Pro hearing aids are virtually invisible and incredibly comfortable, giving you a smart, small and sophisticated answer to better speech understanding. To learn more about the new Moxi Pro with SpeechZone, contact us today.

## RECIPE:

### Strawberry Salad with Poppy Seed Dressing

Yield: 6 servings (serving size: 1 1/2 cups)

#### Ingredients:

3 tablespoons sugar	1 tablespoon poppy seeds
3 tablespoons light mayonnaise	1 (10-ounce) bag romaine lettuce
2 tablespoons fat-free milk	1 cup sliced strawberries
1 tablespoon white wine vinegar	2 tablespoons slivered almonds, toasted

#### Preparation:

Combine first 5 ingredients in a small bowl, stirring with a whisk. Place lettuce in a large bowl; add strawberries and almonds, tossing to combine. Divide salad evenly among 6 plates. Drizzle 1 tablespoon dressing over each serving.

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advicecorner

## Eat Up Summer's Incredible Berries

Summer brings warm temperatures, social gatherings and plenty of fresh and delicious food. The sweet taste of blueberries, raspberries, strawberries and more are always a favorite.

Whether they're from your own garden or a local grower, berries taste their finest in the summer months. Remarkably, these juicy and sweet treats also pack incredible health benefits.

Most berries are low in calories and high in vitamin C and other vitamins. The health benefits of strawberries, for example, are endless. Packed with antioxidants, strawberries can boost immunity, regulate blood pressure, maintain bone health, boost fiber, and even fight bad cholesterol, cancer and wrinkles.

It's easy to incorporate berries into your summer diet. Simply add them to your breakfast cereal or smoothie. Cut them up and combine them with cottage cheese or yogurt. Enjoy a handful as an easy afternoon snack. Cool down with a refreshing bowl of ice cream topped with sliced strawberries. There's so many ways to enjoy them.

Check out this issue's recipe for an easy way to make them the center of your meal.

## Frequently Asked Questions

**Q. How long should I wear my hearing aids each day?**

**A.** As a first time wearer, you may hear sounds you haven't heard in years. Because of this we recommend that you slowly become acclimated to your hearing aids. Start by wearing them a few hours a day and gradually increase the length of time each day. After a few weeks you should be wearing them for around ten hours a day. If at any time you feel overwhelmed, tired or anxious, you should remove the hearing aids for a while.

**Q. How do I clean my hearing aids?**

**A.** Each night when you remove your hearing aids, check them for wax, debris or water. If you find any of these, use a dry cloth to remove the debris.

**Q. How do I know left from right?**

**A.** Left hearing aids are indicated with a blue marking, and right hearing aids are indicated with a red marking.

**Q. How long do batteries last?**

**A.** The life of batteries depends on the size of the battery. Assuming you wear your hearing aids an average of 10 hours per day, a 13 size battery will last 10-14 days, a 312 size battery will last 5-7 days and a 10a size battery will last 3-5 days.

