

LONG-TERM STUDY IS FIRST TO SHOW



Hearing Affects Everything Between Your Ears.



HEARING LOSS

SOCIAL ISOLATION

COGNITIVE DECLINE

• A WAKE-UP CALL TO ADDRESS HEARING LOSS NOW •



NO HEARING LOSS



TREATED HEARING LOSS



UNTREATED HEARING LOSS

HEARING AIDS REDUCE RISK OF COGNITIVE DECLINE*

It's Your **BRAIN** that hears. NOT YOUR EARS.

Your ears and brain work together as a system. Your brain performs 4 key tasks when you listen...

Orient

The brain constantly uses both ears to orient itself and know what's happening in the environment.

Recognize

The brain depends on its ability to recognize a sound in order to make sense of it.

Focus

The brain uses both ears to focus on what's important, especially in noisy sound environments.

Separate

The brain separates relevant sounds from competing noise.



BrainHearing™ technology supports the work done by your own unique hearing brain.

Give Your Brain Exactly What it Needs to Hear...

96% PATIENT SATISFACTION**

BrainHearing™ technology:

Helps both ears work together

Recognizes and preserves natural speech

Separates speech from background noise

Coordinates how sound is best understood by your brain

...instruments with BrainHearing™ technology.

Work with your hearing care professional to see which Oticon hearing instrument is right for you. Visit BrainHearing.com for more information.



*Hélène Amieva, "Self-Reported Hearing Loss: Hearing Aids and Cognitive Decline in Elderly Adults: A 25-year Study", Journal of the American Geriatrics Society.
**2013 Oticon Alta International Satisfaction Study, overall satisfaction for both new and experienced hearing instruments users.