

HOW THE WORLD HEARS

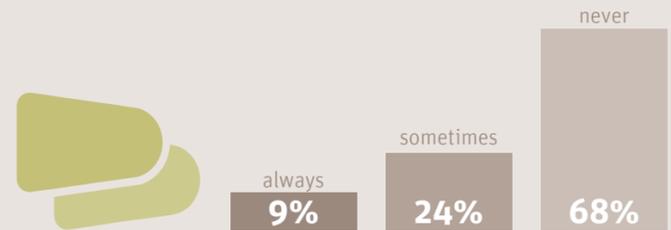
How important is good hearing to us? And how well do we look after our hearing? The international study "How the World Hears" by the Hear the World Foundation provides the answers.

MANY YOUNG AMERICANS PUT THEIR HEARING AT RISK BY LISTENING TO MUSIC THROUGH HEADPHONES AT MAXIMUM VOLUME.



Germany leads the way in the 16-24 age group with 18% listening to music at maximum volume.

HOW OFTEN DO AMERICANS PROTECT THEIR HEARING FROM EVERYDAY NOISE?



The Americans care the least, followed by Switzerland where 64% never protect their hearing.

HOW MANY AMERICAN TEENAGERS AND YOUNG ADULTS (16-24 YEARS) LISTEN TO MUSIC THROUGH HEADPHONES?



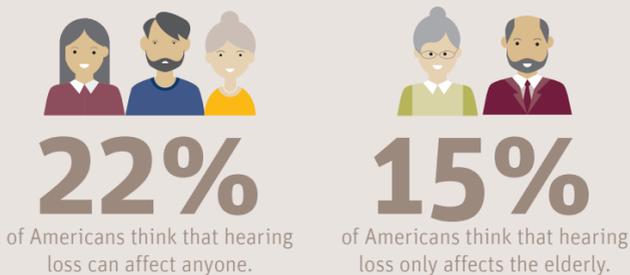
Young Brazilians listen to the most music: 64% spend at least one hour listening through headphones every day with 18% listening for four hours.

DANGEROUS LACK OF INFORMATION ABOUT OUR HEARING.



In China, only 14% know that damaged hair cells in the inner ear cannot be repaired.

CAN ANYONE BE AFFECTED BY HEARING LOSS?



In fact, aging is the most frequent cause of hearing loss. The second most common cause is everyday noise; something people can easily protect themselves from.

GOOD HEARING IS IMPORTANT TO AMERICANS.



86% of Brazilians claim good hearing is very important to them. This goes against their listening behavior.

The "How the World Hears" study was conducted by the market research institute "Research Now", which surveyed a total of 5'000 people between the ages of 16-to-55 in the U.S., Germany, Switzerland, Brazil and China between September and November 2015.

TIPS FOR PROTECTING YOUR EARS:

- A noise level of less than 85 dB is considered safe for our ears.
- When listening to music on audio devices, keep the level no louder than 60% of the maximum volume.
- Listen to music through headphones that fit well and decrease the ambient noise.
- Wear earplugs at concerts, in discos, and in other noisy places. Protection can reduce the noise level by 5 to 45 dB.
- Give your ears a rest, put in acoustic breaks and turn off all sources of noise.
- Have your hearing checked regularly by a specialist.



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