

*"Yeah, but, what if I can't remember  
if I have a hearing loss?"*

## DEMENTIA RISK AWARENESS



## HEARING HEALTH DECISIONS

IN 2021, AN ESTIMATED **6.2 MILLION** AMERICANS AGE 65 AND OLDER WERE LIVING WITH **DEMENTIA**, GROWING TO **13.8 MILLION** BY 2050, BARRING THE DEVELOPMENT OF MEDICAL BREAKTHROUGHS.<sup>[1]</sup>

### DID YOU KNOW?

For those older than 60 years, the risk of dementia is closely related to the severity of hearing loss.<sup>[2]</sup>

### RESEARCH INDICATES

Hearing difficulty, social isolation and shared brain function pathways may require more cognitive resources be applied for hearing, reducing those available for working memory.



Social  
Isolation



Brain Pathways



Sensory  
Overload

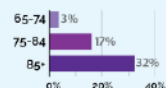
**TALK TO YOUR CARING DOCTORS:** Learn how a family history of dementia or hearing loss may pose increased risk for you or your loved ones. **OUR EXPERT ADVICE CAN HELP!**

### GET ANNUAL EVALUATIONS TO DISCOVER:

- If you have hearing loss or are at risk.
- The type of hearing loss you may have.
- How your hearing health and quality of life can be improved.

To learn more, please visit: [www.alz.org](http://www.alz.org)

BY AGE GROUP, PERCENTAGE OF AMERICANS LIVING WITH ALZHEIMER'S DISEASE<sup>[3]</sup>



**Sound  
Advice**  
Hearing Aid Center

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[soundadvicewebsite.com](http://soundadvicewebsite.com)

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[1] <https://www.alz.org/alzheimers-dementia/facts-figures> [2] Lin, et al. Hearing Loss and Incident Dementia. JAMA Neurology 2013 [3] <https://alz-journals.onlinelibrary.wiley.com/doi/10.1002/alz.12008> alz-12008-0000 2020



*"New technology helps our brains  
work smarter, not harder."*