

DEMENTIA RISK AWARENESS



HEARING HEALTH DECISIONS

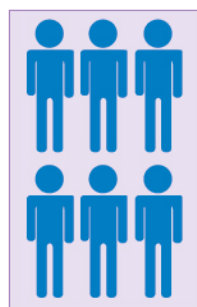
IN 2021, AN ESTIMATED **6.2 MILLION** AMERICANS AGE 65 AND OLDER WERE LIVING WITH **DEMENTIA**, GROWING TO **13.8 MILLION** BY 2060, BARRING THE DEVELOPMENT OF MEDICAL BREAKTHROUGHS...^[1]

DID YOU KNOW?

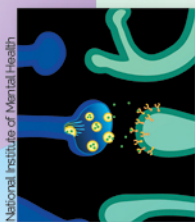
For those older than 60 years, the risk of dementia is closely related to the severity of hearing loss.^[2]

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

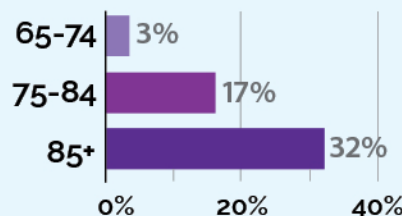
TALK TO YOUR CARING DOCTORS: Learn how a family history of dementia or hearing loss may pose increased risk for you or your loved ones. **OUR EXPERT ADVICE CAN HELP!**

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

BY AGE GROUP, PERCENTAGE OF AMERICANS LIVING WITH ALZHEIMER'S DISEASE^[3]



555.456.7890
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 2011
[3] <https://alz-journals.onlinelibrary.wiley.com/doi/full/10.1002/alz.12068#alz12068-bib-0062>. 2020.