

**COGNITIVE
DECLINE** RISK
AWARENESS



**HEARING
HEALTH
DECISIONS**



A 25-year study shows
hearing aid use keeps nerve pathways
active and may reduce cognitive
decline's progression.

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DID YOU KNOW?

The brain's **auditory cortex**
performs vital hearing functions.
Using your hearing, just like
exercising a muscle, makes it
stronger and more effective.



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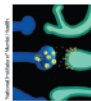
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RESEARCH INDICATES

Reduced hearing stimulation, particularly high frequency,
is associated with changed brain structure and
reduced gray matter (brain) volumes in key
sensory areas such as the auditory cortex.
Individual differences in sensory ability
influence brain resource allocation between
hearing and vision-related tasks.



Atrophy of functional brain pathways
can negatively impact hearing ability
and speech comprehension.

Those with hearing loss have accelerated
rates of cognitive decline and increased
risks of dementia as compared to individuals
with normal hearing.

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THE SOONER, THE BETTER!

As hearing loss can be gradual, many
delay necessary testing. Timely
evaluation keeps you or your loved ones
informed about auditory issues, such as
high frequency loss, which can increase
cognitive decline's risk and rate.

Today

Tomorrow

Next Year

Never

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