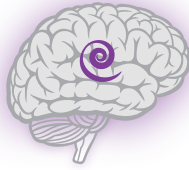


# DEMENTIA RISK AWARENESS



# HEARING HEALTH DECISIONS

IN 2018, AN ESTIMATED **5.7 MILLION** AMERICANS OF ALL AGES HAD **ALZHEIMER'S** AND EVERY 65 SECONDS, SOMEONE DEVELOPS THE DISEASE.<sup>[1]</sup>

## DID YOU KNOW?

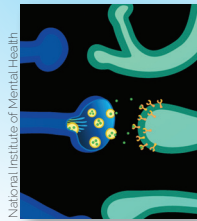
For those older than 60 years, the risk of dementia is closely related to the severity of hearing loss.<sup>[2]</sup>



### RESEARCH INDICATES

Hearing difficulty, social isolation and shared brain function pathways....

Brain Pathways



...may require that more cognitive resources be applied to hearing, reducing those available for working memory.

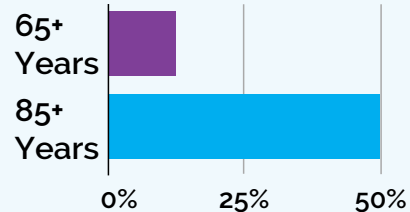
**TALK TO YOUR CARING DOCTORS:** Learn how a family history of dementia or hearing loss may pose increased risk for you or your loved ones. **OUR EXPERT ADVICE CAN HELP!**

### 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)

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



555.456.7890  
soundadvicewebsite.com

[1] <http://alz.org/facts/overview.asp> [2] Lin, et al: Hearing Loss and Incident Dementia. *JAMA Neurology* 2011  
[3] Lin, et al: Hearing Loss and Incident Dementia. *JAMA Neurology* 2011