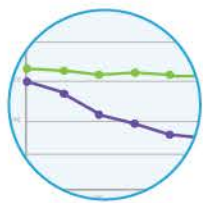



COGNITIVE DECLINE
RISK
AWARENESS




HEARING
HEALTH
DECISIONS

A 25-YEAR STUDY SHOWS **HEARING AID** USE MAY REDUCE PROGRESSION OF **COGNITIVE DECLINE** IN OLDER ADULTS.^[1]

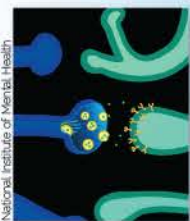
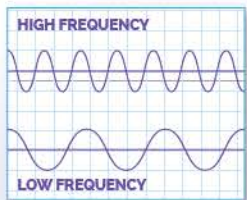
DID YOU KNOW?



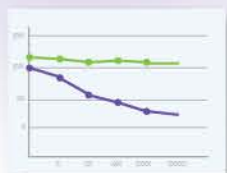
The brain's **auditory cortex** performs vital hearing functions. Using your hearing, just like exercising a muscle, makes it stronger and more effective.



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.^[2]



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



*Illustrative view of decline vs. baseline trends



How individual differences in sensory ability influence brain resource allocation between hearing and vision related tasks.^[3]

Those with hearing loss have accelerated rates of cognitive decline and increased risks of dementia as compared to individuals with normal hearing.^[4]

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.



555.456.7890
soundadvicewebsite.com

Never
Next Year
Tomorrow
Today

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[1] Amieva, Self-Reported Hearing Loss, Hearing Aids, and Cognitive Decline in Elderly Adults: A 25-Year Study. *Journal of The American Geriatrics Society* 2015 [2] Eckert, et al: Auditory cortex signs of age-related hearing loss. *Journal for the Association for Research in Otolaryngology* 2012 [3] Peelle, et al: Hearing loss in older adults affects neural systems... *The Journal of Neuroscience* 2011 [4] Lin, et al: Association of hearing impairment with brain volume changes in older adults. *Neuroimage* 2014

8.5" x 11"
Two-Sided Handout

