

EARBUDS & NOISE RISK AWARENESS



HEARING HEALTH DECISIONS

IN THE U.S., AN ESTIMATED UP TO 17% OF 6-19 YEAR OLD CHILDREN AND ADOLESCENTS AND UP TO 24% OF 20-69 YEAR OLD ADULTS
HAVE PERMANENT HEARING DAMAGE FROM EXCESSIVE EXPOSURE TO NOISE.^[1]

DID YOU KNOW? With noise-induced hearing loss...

On a global basis, 1.1 billion young people are at risk of hearing loss due to their misuse of personal audio devices, such as smart phones.^[2]



Earbuds worn directly in ear canals produce 7-9 decibels higher sound and increase the risk of permanent damage in as few as 8 minutes of listening.^[3]

Experience safe hearing and keep the **60/60 Rule**^[4] top of mind:

To minimize hearing loss damage, listen to music with earbuds...



for no more
than **60 minutes**
per day,



at no more
than **60% of**
maximum volume.



Noise-induced hearing loss is 100% preventable.

Parents and caregivers lead by positive example and help kids learn healthy hearing habits. See our experts for sound and trusted advice.

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[1] <https://www.nidcd.nih.gov/health/noise-induced-hearing-loss#21> [2] Etienne Krug, *et al*: Hearing loss due to recreational exposure to loud sounds, A review. World Health Organization 2005 [3] Northwestern University, iPod's Popular Earbuds: Hip Or Harmful? *Science Daily* 2005 [4] Portnuff, *et al*: Teenage Use of Portable Listening Devices: A Hazard to Hearing? *Journal of the American Academy of Audiology* 2011.