

HEARING AIDS

help
keep
your

BRAIN FIT



Untreated
Hearing loss

↓
Less stimulation
of the brain

↓
Accelerated mental decline
Higher risk of dementia

↓
**Trouble with remembering
and problem solving**

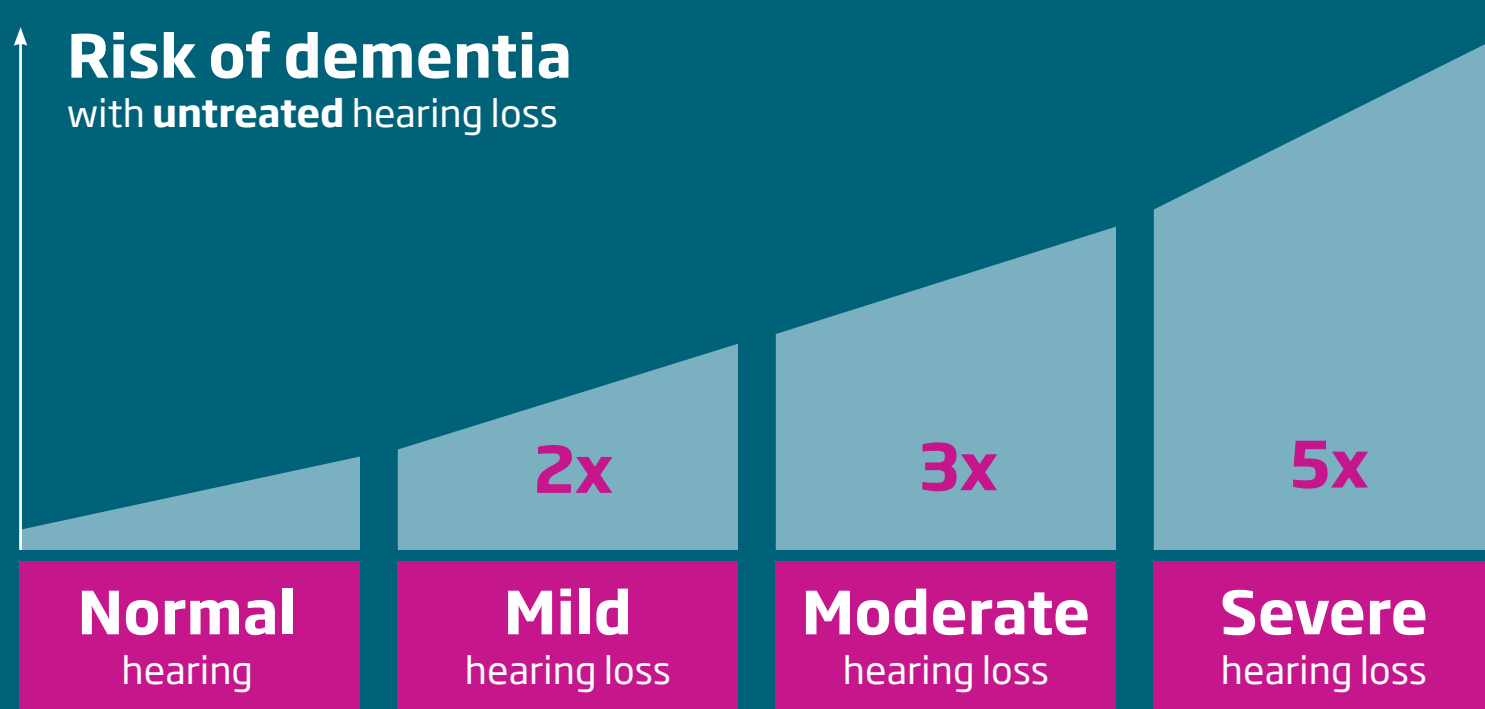


Treated
Hearing loss

↓
Improved
communication skills

↓
Socially active
Stimulation of the brain

↓
Keeps your brain fit

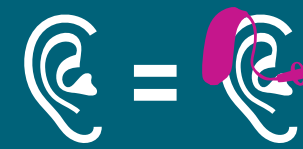


Source: Lin et al. (2011). Compared with normal hearing, increased risk of dementia: 1.69 for mild hearing loss, 3.00 for moderate hearing loss, and 4.94 for severe hearing loss.

Active hearing aid use reduces the risk of mental decline



A person with hearing loss who **does not** use hearing aids has a higher risk of **accelerated mental decline** due to withdrawal from social activities



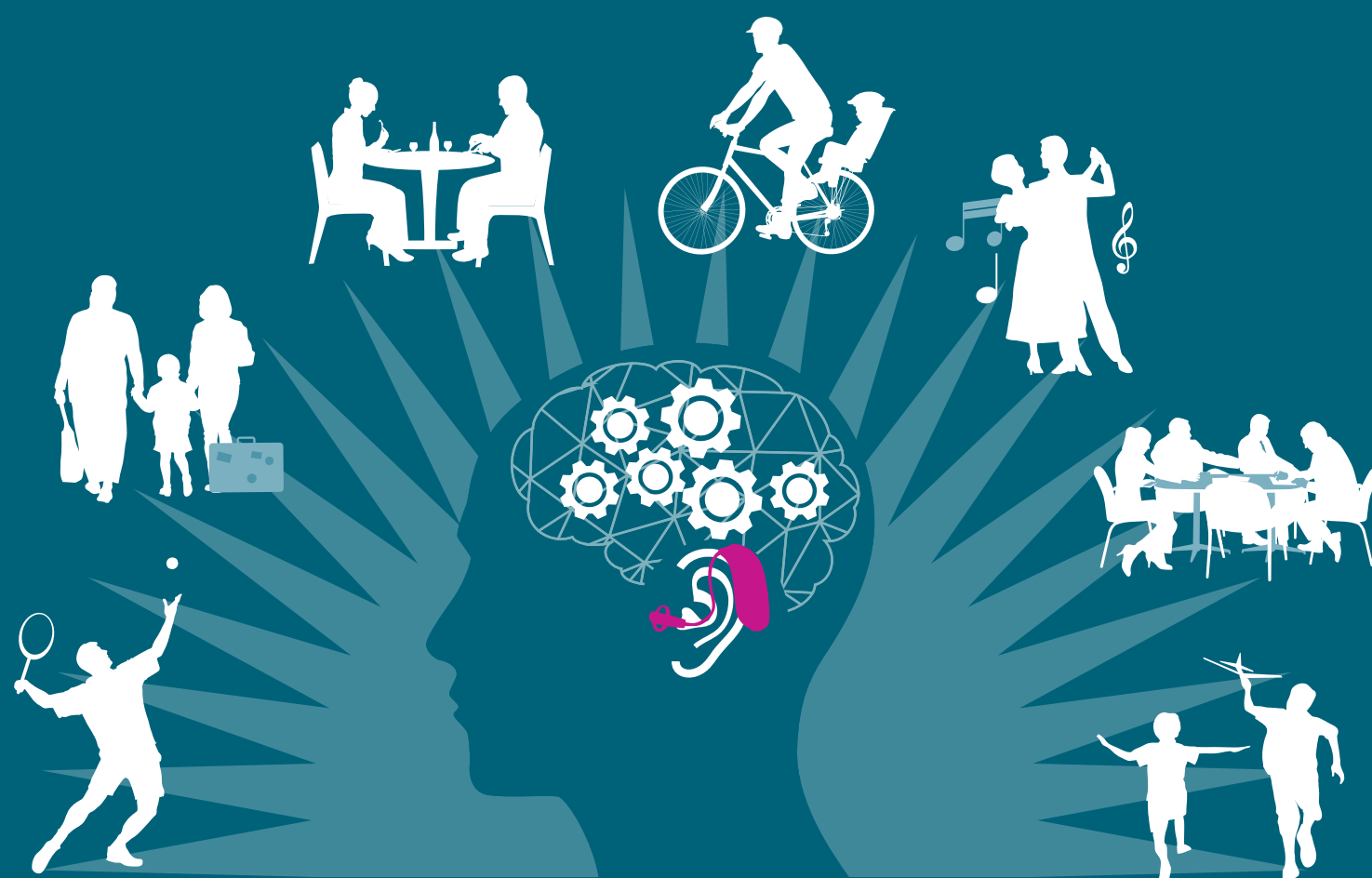
A person with hearing loss **using hearing aids** who is socially active is more likely to have a **similar risk** of mental decline to a person with **normal hearing**

Source: Amieva et al. 2015.



Social activities stimulate your brain

If you use hearing aids, you will find it easier to participate in social activities. Social interaction stimulates your brain, which decreases the risk of accelerated mental decline.



ACT NOW!

Get better hearing now and experience how Oticon BrainHearing™ technology can improve communication and social interaction!

Sources: Amieva et al. 2015. Lin et al. 2011.

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PEOPLE FIRST