

EVERY MOMENT DESERVES TO BE HEARD.

YOUR GUIDE TO BETTER HEARING

- INFORMATION
- ADVICE
- SOLUTIONS

FOR HEARING
BETTER DAYS



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Protect & Prevent: Six Tips for Healthy Hearing

HAVE YOU HEARD?

It's not just you—hearing loss is common as we age. In fact, it's the **third most common** chronic health issue among adults in the United States. Most people don't know you should start testing your hearing annually at the age of 50.



3

HEARING LOSS

1

HEART DISEASE

2

ARTHRITIS

INTRODUCTION

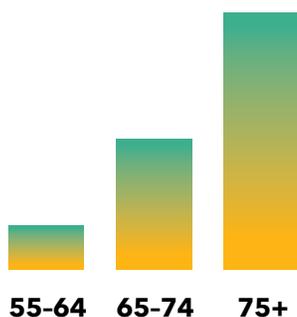
Our hearing journey begins well before we are born. Even before we're born, we're already listening to the world and its symphony of sounds: mother's heart-beat, dad's deep voice, the cadence and rhythm of the songs on the radio.

The development of hearing is a natural part of our life journey—and in fact, so is its loss. Hearing loss is something that **gradually occurs in most of us as we age**, though its severity and onset may vary.

HEARING LOSS: WHAT TO KNOW

▶ IT'S COMMON.

Nearly **38 million people** in the United States have trouble hearing. In fact, it's the **third most common health issue** among older adults.



▶ IT INCREASES WITH AGE.

The rate of hearing loss **triples between the age of 50 and 60**, and nearly 1 in 3 people age 65–74 have some degree of hearing loss.

▶ IT AFFECTS MORE THAN YOUR EARS.

Hearing loss can lead to actual **changes in your brain**. Untreated hearing loss has also been linked to depression, anxiety, relationship strain and lower job performance/salary.



HEARING LOSS IN DAILY LIFE

It's not just about the big events and milestones. Hearing loss impacts the little things, too—those beautiful, everyday moments that make up a life.

HAVE ANY OF THESE HAPPENED TO YOU?

“ My granddaughter was on video chat with me, showing off her twinkling tutu as she twirled across the living room. As she danced, she started chattering excitedly about ... *something*. I pulled the tablet screen closer, but it didn't help. Most of her words sounded like broken strings of syllables. When she asked me a question, I smiled and nodded. I didn't have the heart to admit I couldn't hear her sweet words.



“ I recently grabbed coffee with some old friends from college. When I entered the cafe, I was bombarded with sounds: people chatting, beans grinding, music playing. I eventually spotted my friends and sat down, though Kathy said she had been calling my name for awhile. As my friends quickly dove into conversation, I tried to tune out the sounds of the cafe. My head started to hurt. When I closed my eyes to better concentrate, my friends noticed and asked if I was OK. I just smiled and said yes.

“ Last week we had a meeting at work. I tried to keep pace with the ping-pong of voices, but it was hard. I could hear Chris pretty well, but Sarah's voice was a struggle. After Shawna chimed in with her soft voice over the conference call, I simply tuned out. When Chris asked for my thoughts on the client's latest request, my heart jumped. I tried to act casual as I asked him to repeat what had been said.

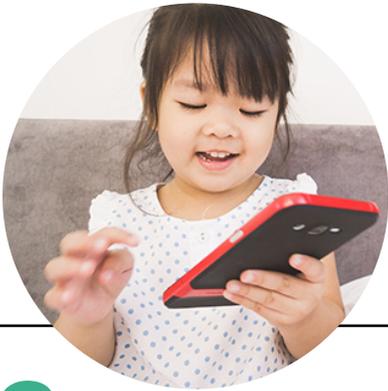


SIGNS + SYMPTOMS

Since hearing loss often happens gradually, the signs can be subtle or easy to miss. Do any of these symptoms sound familiar?

TOP 8 SIGNS OF HEARING LOSS

1 Difficulty hearing on the telephone or during video chats

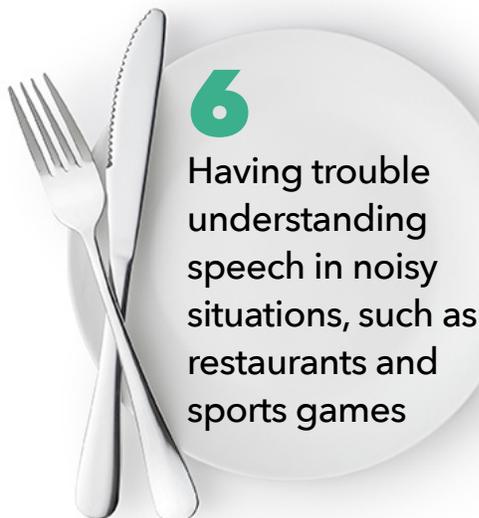


2 Exhaustion or headaches at the end of the day from straining to hear

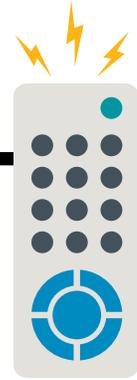


4 ASKING PEOPLE TO REPEAT WHAT THEY SAID

5 Feeling like people are mumbling or speaking too softly



6 Having trouble understanding speech in noisy situations, such as restaurants and sports games



7 Turning the TV up so loud that loved ones comment or complain

Difficulty hearing women, children, and higher-pitched voices

8

3 Smiling or nodding along in conversation, even if you didn't understand what was said

TAKING THE NEXT STEP

If you think you might have hearing loss, it's important to get a comprehensive hearing exam by a hearing care specialist. He or she can help determine the degree of hearing loss (if any) and whether hearing aids could help.

THE HEALING POWER OF SOUND: HOW BETTER HEARING AMPLIFIES LIFE

The effects of hearing loss go well beyond the ears: it's been shown to impact your mood, mental health, relationships and more. The good news? People who wear hearing aids report **significant improvements in many aspects of their life:**

SOCIAL LIFE + RELATIONSHIPS

- Better communication
- More positive, satisfying relationships
- Higher social engagement and enjoyment



While hearing loss can lead to loneliness, relationship strain and social isolation, hearing aids can help you actively engage in the world and those around you. By improving speech recognition and comprehension, hearing aids bring back more joy, laughter and intimacy in relationships.

JOB PERFORMANCE + SALARY

- Higher income
- Improved job performance
- Better relationships with colleagues



Untreated hearing loss can negatively impact your job performance and salary. Fortunately, wearing hearing aids can help you remain productive and keep your career on track. You'll also enhance your relationships with coworkers.

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HOW BETTER HEARING AMPLIFIES LIFE

BRAIN HEALTH

- Improves cognitive functioning
- Preserves brain tissue and nerve cells
- May reduce risk of dementia

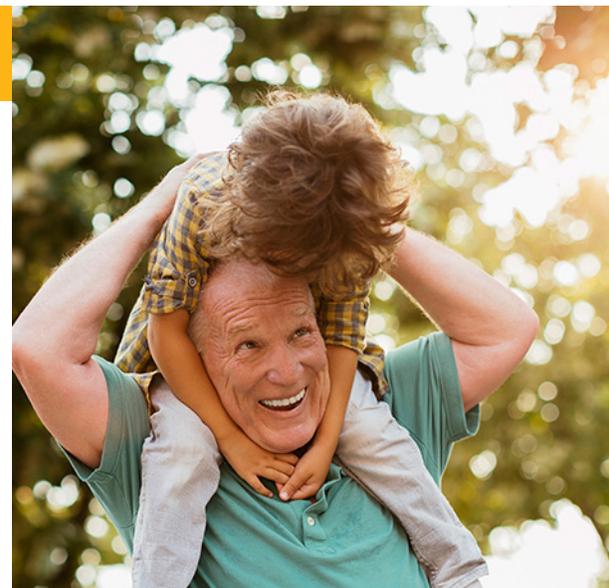
Multiple studies have shown that when compared to those with untreated hearing loss, hearing aid wearers perform significantly better on tests that measure memory, learning and decision-making skills. Hearing aids also keep you socially active and engaged—two key factors to staying mentally sharp as you age.



MENTAL + EMOTIONAL WELLBEING

- Happier, calmer living
- Reduced depression + anxiety
- Increased confidence + optimism

Hearing aids have been shown to significantly reduce feelings of depression, anxiety, frustration and anger. And it's not just the hearing aid wearer that notices improvement: family members observe these positive changes, too. The result? Happier living and happier relationships with those you love.



HOW HEARING AIDS WORK

A hearing aid is a highly sophisticated communication device that can empower you to hear life to the fullest. Hearing aids can be custom-programmed by your hearing care specialist to meet your specific needs.

Each hearing aid has five basic components:

- 

1 MICROPHONE Sound enters through the directional microphone system, which helps focus on conversations and improve speech understanding in the presence of other noises.
- 

2 BATTERY Each hearing aid is powered by either a zinc-air, NiMH rechargeable or lithium-ion rechargeable battery. Some aids have a battery door that acts as an on/off switch for the device.
- 

3 DIGITAL SOUND PROCESSOR Also known as “the brain” of a hearing aid, the digital chip analyzes and converts sound to deliver optimal sound quality. It also reduces unwanted background noise and cancels feedback.
- 

4 AMPLIFIER The amplifier analyzes and boosts the sound from the digital signal processor. Music and speech get an extra boost to give a more natural listening experience.
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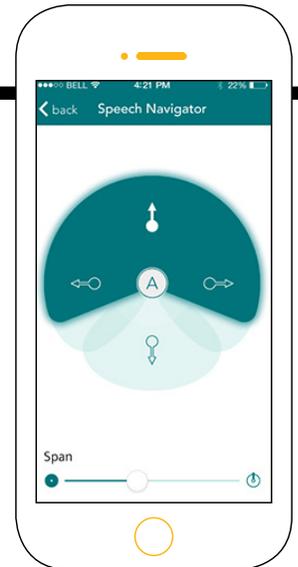
5 RECEIVER The receiver (or speaker) sends sound to the ear. The ear piece can be customized to fit comfortably in the ear canal.



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HOW HEARING AIDS EMPOWER BETTER HEARING

The best hearing aids are able to **amplify intelligently**—using directional microphones, speech isolation and digital noise reduction to reduce background noise and distinguish the sounds we most want to hear. The hearing aids then **process the sounds**, making them clearer and removing other distractions for easier listening and comprehension.



COMMON MYTHS

MYTH: Hearing aids make everything too loud—including background noises.

TRUTH: While it's true that hearing aids of the past amplified all sounds, modern hearing aids have sensitive filters for background noise, as well as additional features like remote volume control, directional microphones and direct-to-device streaming from electronics. The result? The sounds that are most important are enhanced, while the rest fade into the background. A hearing care specialist can also tailor the device to your specific needs.

MYTH: Hearing aids are bulky and unattractive, and will make me look older.

TRUTH: Technology innovations have come a long way. Modern hearing aids are small, discreet and come in a variety of styles and colors. Some are nearly invisible! And by cutting down the need to ask others to speak up or repeat themselves, hearing aids can actually make you seem *younger*.



HEARING AID STYLES AND SOLUTIONS

Whether you're an outdoor enthusiast, frequent traveler or lover of live music, there are a variety of hearing aid styles and solutions to suit your preferences.

HEARING AID STYLES



CUSTOM-FIT	BEHIND-THE-EAR (BTE)	RECEIVER-IN-THE-CANAL (RIC)
<p>Personalized comfort</p>	<p>Power and versatility</p>	<p>Sleek and discreet</p>
<ul style="list-style-type: none"> • Fits securely in ear • Custom molded • Easy to insert/remove • Subtle and small • Provides optimal directionality 	<ul style="list-style-type: none"> • Fits nearly all types of hearing loss • Offers maximum amplification • Custom ear mold that's easy to clean and moisture-resistant • Direct audio input 	<ul style="list-style-type: none"> • Most popular • Lightweight and comfortable • Offers the most natural sound • Customized ear dome (optional) • Quick, easy in-office modifications

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SOLUTIONS FOR YOUR LIFESTYLE

Miracle-Ear offers multiple solutions for each hearing aid style, allowing you to customize your hearing aid to how you live your life.



RESTAURANTS + BARS

Better focus on conversations in noisy settings



LIVE MUSIC

Enhanced sound quality while performing or listening



OUTDOORS

Enhanced comfort during outdoor activities



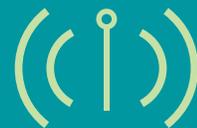
CARS + DRIVING

Easier listening while driving or in changing environments



SMALL + LARGE GROUPS

Better speech understanding in group activities



ENTERTAINMENT

Seamless listening via wireless connectivity to music, TV and smartphone

HEAR THE DIFFERENCE

7 REASONS TO CHOOSE HIGH-QUALITY HEARING AIDS



QUALITY The money you put in to a hearing aid often affects the results you'll get out of it. High-quality hearing aids fit better, last longer and optimize hearing in all environments.



TECHNOLOGY

High-quality hearing aids help you live a modern life to the fullest by incorporating today's top tech—from speech isolation and directional microphones to Bluetooth connectivity.



HEARING TEST An in-person hearing test by a hearing care specialist can truly confirm if you need a hearing aid. He or she can also talk through your specific needs and preferences.



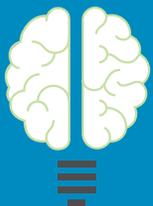
FIT & PROGRAMMING

Not all ears are the same. Many high-quality hearing aids can be custom-molded for comfort and custom programmed to fit your lifestyle and hearing needs.



COUNSELING & TRAINING

Hearing loss can lead to actual changes in your brain. Your brain can be re-trained through counseling and training—a service often included with higher quality hearing aids.



AFTERCARE

Many high-quality hearing aids come with free aftercare services, such as:

- Fittings • Adjustments
- Cleanings • Programming
- Annual Hearing Exam
- Warranty



EXPERTISE

When you pay for a high-quality hearing aid, you'll also receive care from a highly qualified specialist who is specially equipped to help get you the exact hearing solution you need.



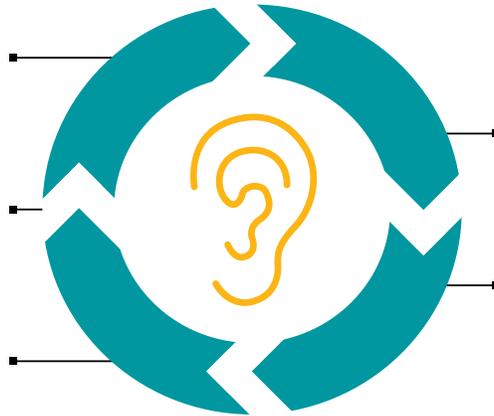
LIFE SPAN + MAINTENANCE

With proper care and maintenance, the average life span of a modern hearing aid is roughly **three to five years**. That said, many factors influence the individual life span of each device:

The hearing aid's style and materials

Frequency of cleaning and maintenance

Environments in which the hearing aid is worn



How the hearing aid is stored when not in use

How often the hearing aid is worn

A WORD ON UPGRADES:

Technology advances quickly in today's world. If you wear hearing aids beyond their optimal life span, you may miss out on the latest improvements.

UPDATE



ONGOING MAINTENANCE:

Maximize the life and peak function of your hearing aids by getting them **regularly cleaned and checked**. Also, it's important to get your own hearing **checked every year** once you turn 50. Our hearing care specialists can help adjust your hearing aids to accommodate any changes in your hearing.



THE LATEST BUZZ

Having the hearing aids is indescribable and everything I thought it would be. Being a truck driver, I have a little necklace on for Bluetooth. **I stream books on tape and music all day long** and I love it.

–Jeffrey,
New England

TECH TALK:

HOW HEARING AIDS INTEGRATE WITH MODERN LIVING

GENIUS™ 2.0 TECHNOLOGY

Our newest technology makes hearing as easy as possible in a variety of environments by combining three key technologies: digital noise reduction, directionality and amplification. This latest technology comes with several features:

**→ Speech Isolation**

Improves speech recognition in noisy environments by isolating the most prominent speaker from background noise and unwanted voices

→ Music Master

Three unique settings enrich the music to your ears while performing or listening to live and recorded music

→ Directional Focus

Automatically zooms in on the conversation, reducing unwanted noise and improving speech understanding

→ Echo Guard

Creates a more pleasant listening experience by softening the sounds that reflect off hard surfaces such as ceilings and walls

→ Wireless Windscreen

Reduces outdoor wind noise automatically, allowing desired sounds to be heard more clearly

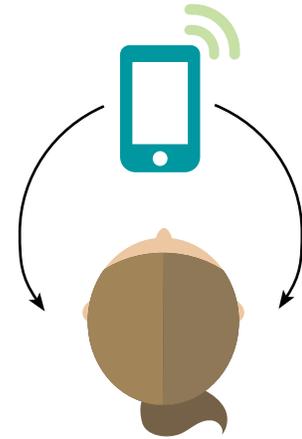
→ Phone Surround

Automatically transmits the signal from one hearing aid to both hearing aids for easier phone listening

APPS AND ACCESSORIES

GENIUSCONTROL APP

This free, easy-to-use app allows you to control the hearing aid **volume, programs and bass/treble** right from your smartphone. You can even check the hearing aid's battery status.



GENIUSLINK AUDIO STREAMER

Wirelessly connect via the **GENIUSlink audio streamer** to stream your favorite sounds from your cell phone, music player, TV and other Bluetooth-enabled devices. Easily switch between multiple audio devices with one multifunction button.



GENIUSLINK APP

The optional **GENIUSlink** app offers additional control of the sounds that you want to hear, whether in the front, back or to the side. You can also connect and listen to your favorite apps, such as FaceTime®, Pandora®, Google Maps™, Apple TV® and more.



THE LATEST BUZZ

I don't have to adjust the hearing aid because it adjusts by itself. I can go in a room with a lot of people talking, go to church and stay there for a few minutes and **everything will level out.**

—Mamie, North Carolina

WHY MIRACLE-EAR?

Highly Trained Staff

Knowledge is power—that's why we provide an **extensive, annual certification program** to all Miracle-Ear employees. This annual re-certification program is in addition to all required state licenses and certifications. The entire staff is trained, so you'll be in good hands from the moment you step through the door.



3-Year Warranty*

We don't want you worrying about your hearing aids—we want you out there in the world, living and hearing well. We are proud to offer an industry-leading 3-year warranty on nearly all of our hearing aid solutions.

Accessibility & Convenience

With **more than 1,300 locations** throughout the United States, we're available to serve you wherever life takes you. Stop by any of our locations and rest easy knowing you'll receive the same personalized, attentive care as you do back home.



**See store for complete warranty details. Not valid on Audiotone® Pro.*

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OUR LIFETIME COMMITMENT

WE'RE WITH YOU FOR THE LONG HAUL.

When you choose Miracle-Ear, you won't just be receiving a hearing aid—you'll be receiving our lifetime commitment to your hearing health journey. We offer **free lifetime care and service** for your Miracle-Ear hearing aids.



What does our free lifetime aftercare include?

- ✓ Testing of all hearing aid components for proper functioning
- ✓ Thorough cleaning of each hearing aid at any time
- ✓ Fitting checks and adjustments at any time
- ✓ Review of your wearing schedule and listening experience
- ✓ Ear inspections to check for earwax buildup
- ✓ Fresh battery installations for each hearing aid
- ✓ Annual hearing evaluation

“THE LATEST BUZZ

Miracle-Ear is attentive. They're all **very pleasant and informative** of what's going on. They take the time to sit me down, and they can show me on a graph how my hearing is doing from ear to ear. —Jack, Florida

MORE THAN 65 YEARS OF SOUND

Since 1948, we've been committed to helping people hear better days and providing leading-edge technology and hearing solutions.

TIMELINE OF INNOVATIONS

- 1948** — **FOUNDED** in April
- 1955** — The original "Miracle-Ear" debuts—the **FIRST ALL-IN-THE-EAR DIGITAL HEARING AID** by combining the transistorized receiver and transmitter
- 1959** — The "Solar Ear" debuts—the **FIRST HEARING AID TO USE A SOLAR CELL FOR POWER**
- 1962** — The "Miracle-Ear IV" debuts—the **FIRST HEARING AID WITH INTEGRATED CIRCUITRY**
- 1971** — Miracle-Ear introduces Sharp Circuit technology, which provided **SIGNIFICANTLY LONGER BATTERY LIFE** and minimal distortion
- 1988** — The "Miracle-Ear Dolphin" debuts—the **FIRST DIGITALLY PROGRAMMABLE HEARING AID** that could be pre-programmed for various environments

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TIMELINE OF INNOVATIONS CONT.

- 1988** — The Clarifier circuit technology debuts—an automated signal processor that **REDUCED DISCOMFORT AND DIFFICULTIES FROM LOW-FREQUENCY BACKGROUND NOISE**
- 1994** — The “Mirage” debuts—a **NEARLY INVISIBLE HEARING AID** placed completely in the ear canal
- 1998** — The “Messenger” debuts—an aid that could be **CUSTOMIZED BY THE WEARER**
- 2003** — Miracle-Ear becomes the **FIRST** hearing aid manufacturer to go **ALL-DIGITAL**
- 2013** — ClearVation™ technology debuts, which **LEARNS THE WEARER’S PREFERENCES** to deliver optimal amplification while preserving natural acoustics
- 2015** — GENIUS™ technology debuts, which offers **SUPERIOR SPEECH RECOGNITION IN CHALLENGING ENVIRONMENTS**
- 2017** — Miracle-Ear debuts the option for a **100% RECHARGEABLE LITHIUM ION BATTERY** in select styles



WHAT TO EXPECT ON YOUR FIRST VISIT

When you come in for a visit, one of our highly trained, licensed and knowledgeable hearing care specialists will guide you through the 60- to 90-minute appointment with ease. Consider bringing a family member or loved one along—a familiar voice can be helpful during the hearing test.



Here is what you can expect when you come in for your free hearing test:

✓ **HEARING HEALTH HISTORY**

We'll talk in-depth about any changes you've noticed in your hearing or any concerns you may have.

✓ **EAR CANAL INSPECTION**

We'll look inside your ear canal to check for common problems such as excessive wax buildup, damage to the eardrum or other conditions that may make it difficult to hear clearly.

✓ **HEARING THRESHOLD TEST**

This test determines your degree of hearing loss—what we call your hearing threshold.

✓ **SPEECH DISCRIMINATION TEST**

We'll test your ability to hear and understand speech in both quiet and noisy environments.

If your hearing test indicates a hearing loss, we'll let you try on some Miracle-Ear hearing aids right away, so you can hear the difference a hearing aid could make. We'll work with you to find the right model for your lifestyle. If you're ready to proceed, we can even begin the fitting process.

QUESTIONS TO ASK AFTER THE HEARING EXAM:

- What are my hearing test results?

- What kind of hearing loss do I have?

- Are there specific types of sound that I have more trouble with?

- What are my treatment options?
Would hearing aids help?

- Is there anything I can do to prevent further hearing loss?

ADDITIONAL QUESTIONS:

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QUESTIONS TO ASK BEFORE BUYING A HEARING AID:

SELECTION

- What are the different styles available?
- What features are available? What do they do?
- Based on my lifestyle and needs, which hearing aid(s) would you recommend?
- Is there a trial period? How long is it?

COST

- How much do hearing aids cost?
- What additional services does this price include?
- What financing options are available?

SERVICES & PROTECTION

- What kind of aftercare services do you provide? Do they cost extra?
- Do you provide a written contract or purchase agreement?

- Is there a warranty? What does it cover?
- Do I need to buy additional coverage to protect against loss and damage?

MAINTENANCE

- How many years will the hearing aid last?
- If my hearing aid suddenly stops working, do you repair them? Does it cost extra?
- How can I get my hearing aids repaired when I'm traveling or away from home?
- What happens if my hearing changes over time?

ADDITIONAL QUESTIONS:

PROTECT & PREVENT:

SIX TIPS FOR HEALTHY HEARING

Understanding proper ear care will go a long way to protect your hearing, prevent further damage and maximize the effectiveness of your hearing aids.

TIP 1 Ditch the cotton swabs and ear candles

Believe it or not, your ears are self-cleaning! Cotton swabs and ear candles can actually **damage your eardrum**, which can lead to conductive hearing loss.

TIP 2 Wear protective gear in loud environments

Any time you experience sounds above 85 decibels, it can **damage your hearing permanently**. Wear protective earmuffs or earplugs wherever you think you might be exposed to loud noises:

- Live concerts
- Movie theaters
- Shooting ranges
- Whenever operating lawnmowers or heavy machinery



HAVE YOU HEARD?

Miracle-Ear offers a variety of **custom hearing protection solutions** for swimmers, hunters, music lovers and more. Visit miracle-ear.com/custom-hearing-protection.

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TIP
3

Watch your diet

Diet has been found to play a crucial role in both our health and the way we hear. While there's no hard-set rule for which types of foods you should eat, practicing sound dietary habits today may go a long way in helping you hear better tomorrow.

TIP
4

Minimize pain reliever use

While using pain relievers on occasion is fine, frequently using aspirin or ibuprofen can actually lead to temporary or permanent hearing loss. These types of medication are classified as ototoxic, which means that over time they can literally poison your ears.

TIP
5

Nix the nicotine

Did you know that the chemicals found in cigarettes may affect the way your ears process sound? In fact, smokers have been found to be 15 percent more likely to have hearing loss than non-smokers.

TIP
6

Get your hearing checked regularly

Some hearing problems can be treated if they're caught early. It's important to get your hearing checked periodically, and annual hearing exams are recommended once you turn 50. Don't hesitate to ask your hearing care specialist for a hearing test if you are feeling uncertain about your ability to hear. Or, visit any one of our Miracle-Ear locations for a free screening.

