

Four ways hearing better helps you age better

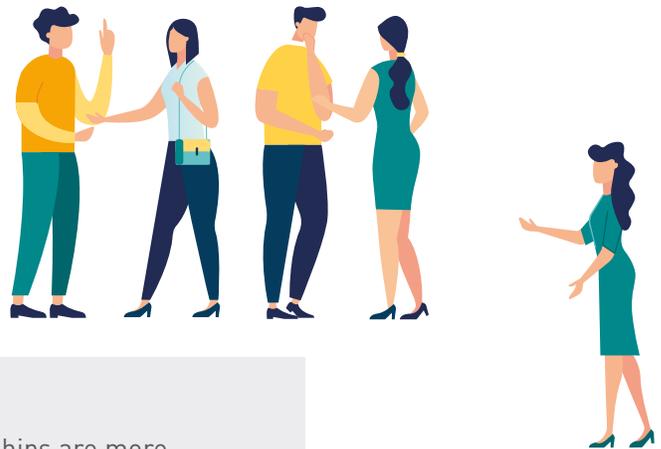


We all want to stay healthy and happy as we age. Exercising and eating right are two effective ways to maintain good health. But did you know hearing our best has a big impact, too? Here's how:

1 Hearing your best helps keep you social

When we hear clearly and without limitations, it's second nature to be engaged, maintain connections, feel a part of conversations, and stay socially active.

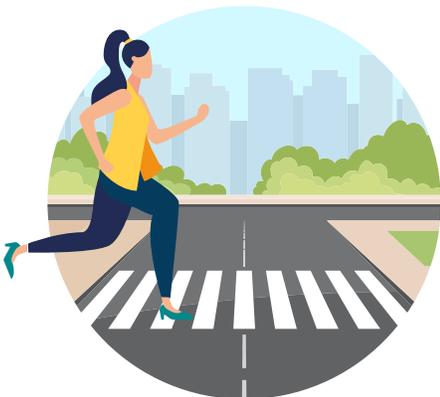
People who struggle with hearing clearly, on the other hand, often decide it's easier to avoid social situations. They start to turn down invitations, limit interactions, and can become socially withdrawn.



Did you know?

Research shows that people who enjoy social relationships are more likely to live longer than those who are isolated and lonely.¹

2 Hearing your best helps keep you alert and in control



Our sense of hearing plays a huge role in how confident we are and how safe we feel when we're out and about. When we hear clearly, our spatial awareness is enhanced and we're able to distinguish and react to audible cues that warn us of safety issues.

People who can't hear like they once could are more likely to miss warning cues, feel less confident in surroundings outside their home, and are more at risk of accidents and injuries.

Did you know?

Individuals with good hearing are 2X less likely to experience accidental injuries² and 3X less likely to have a history of falling than those with hearing loss.³

3 Hearing your best helps keep you mentally sharp

Numerous studies have linked untreated hearing loss to dementia⁴, a mental health challenge the World Health Organization predicts will triple by 2050.⁵

Experts attribute this connection to the fact that hearing loss leads to social isolation (a known risk factor for dementia), accelerates brain shrinkage, and forces the brain to “steal” energy needed for memory and thinking.



Did you know?

An international commission on dementia prevention recently confirmed that treating hearing loss in midlife was one easy thing people could do to help prevent or delay dementia.⁶



4 Hearing your best brings you joy

More than anything else, hearing our best helps keep us positive and vibrant. Whether it's listening to the laughter of friends, the sound of a symphony, a child's first words, ocean waves lapping, or a bird singing outside the window, hearing keeps us engaged, optimistic, and connected to the world around us.

Did you know?

According to AARP, optimism and a positive outlook adds 7.5 years to our life and an 80 percent reduction in cardiovascular risk.⁷

Ready to be proactive about your hearing health?

Contact us today to schedule a free hearing consultation*

Sources:

- 1 https://www.health.harvard.edu/newsletter_article/social-relationships-and-longevity
- 2 <https://whtc.com/news/articles/2018/apr/24/hearing-loss-tied-to-higher-risk-of-accidental-injuries/>
- 3 https://www.hopkinsmedicine.org/news/media/releases/hearing_loss_linked_to_three_fold_risk_of_falling
- 4 <https://www.health.harvard.edu/staying-healthy/hearing-loss-a-possible-risk-factor-for-dementia>
- 5 <https://www.who.int/features/factfiles/dementia/en/>
- 6 <https://www.thelancet.com/commissions/dementia2017>
- 7 Disrupt Aging, AARP.org

