

Help us, Help others

Nominate 5 people for a hearing test and we'll give £1 to Alzheimer's Research UK for every test taken, plus £5 for a resulting hearing system fitted.

"Knowing that hearing loss is linked to cognitive decline means there's evermore reason if you're over 55 to take action and get regular hearing check-ups.

I am delighted that Hidden Hearing is working with Alzheimer's Research UK, a charity I am an ambassador for."

Arlene Phillips, TV Presenter & Choreographer.



HIDDEN HEARING

WE LISTEN, YOU HEAR

Improving Your Hearing, is Improving Your Overall Health

Wellness Programme!

Wellness Programme!



Your wellbeing needs more than an apple a day



It's no secret that good health is the cornerstone for enjoying life the way you want. As we get older, that becomes more important than ever. But what you may not know is that looking after your hearing is as important as good nutrition and regular exercise.

The potential risks to your health from undiagnosed hearing loss can be significant. It's important to have regular hearing checks as you would check your blood pressure, cholesterol or eyesight. That way you can enjoy whatever you've got planned to the fullest.

11 million

people across the UK
are now affected by
hearing loss.*

1 in 5

people will
experience hearing
loss by 2035.*

* Source: Action on Hearing Loss

FREE hearing checks for you, your friends and family

Improved mental health, greater independence and better relationships with friends and family are just a few of the potential benefits of treating hearing loss and having regular hearing checks. That's why they are **FREE** as part of our Wellness Programme.

And now if you nominate 5 people over 55 for a hearing test, we'll donate £1 to Alzheimer's Research UK for every test taken. Plus a further £5 for a resulting hearing system fitted. It's our way of helping everyone around the UK who suffers from hearing loss.

Over 300,000

people helped each year
by Hidden Hearing

50 Years

specialising in
Hearing Healthcare

0800 731 6499

www.hiddenhearing.co.uk

Have any friends and family we can help? Tell us today.

*It's all about you
with our...*

Wellness  **Programme!**

We want you to be in the best health you can, that's why we created our Wellness Programme. It's our commitment to help you live your life to the full, by helping you understand your health and how it can affect your wellbeing. We start with a **FREE** hearing check, because often this is the area most overlooked and can make the biggest difference in your life.

Dr Hilary Jones, our medical advisor, leads our Wellness Programme team. For nearly 30 years he's been campaigning to improve the nation's health as a GP and Medical Broadcaster. He believes one aspect we often ignore is our hearing.

"Everyone over the age of 55 should have a regular hearing check"



“

Staying connected with the world around us is key to our happiness, relationships and emotional wellbeing.

Whilst many of us visit our optician and dentist regularly, we wrongly neglect our hearing health.

Leaving a hearing loss untreated can do damage to our mental and physical health

”

Dr. Hilary Jones, GP & Medical Broadcaster.

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Did you know an untreated hearing loss can affect your wellbeing?

A study by John Hopkins Medical Centre showed that people with mild to severe hearing loss were 2-5 times more likely to experience dementia. Whereby every day actions you take for granted like speaking, problem solving or even thinking independently become increasingly difficult.

It's also important to know that hearing loss puts extra stress on your brain. Studies suggest this is because the brain has to work harder to process language and sounds. Which means you're more likely to suffer fatigue, forgetfulness and loss of brain functionality. In turn this can contribute to an increase in the potential for dementia, depression, diabetes, heart attacks and strokes.

3 out of 4

people are unaware that they can affect their risk of developing dementia.*

*Source: YouGov polling for Alzheimer's Research UK
24th – 25th February 2016

7-10 years

is the average time taken to address a hearing loss.†

†Source: Action on Hearing Loss

Hearing and your health – the facts

Cognitive Decline: Studies have linked hearing loss to a higher risk of memory, thinking problems and dementia.

Johns Hopkins Medicine (link is external). (2013) *Hearing Loss Accelerates Brain Function Decline in Older Adults.*

Depression/Anxiety: Hearing loss means you are 4 times more likely to suffer from depression or anxiety and become shut away from family and friends.

Research has identified specific links between hearing loss and depression (Leigh et al 1989; Tomita et al 2001; Gilhorne et al 1980; Thomas 1984; Saito et al 2010).

Diabetes: If you have diabetes, you're twice as likely to have hearing loss.

Research by Tsukuba University Hospital Mito Medical Center, Ibaraki, Japan in July 2011.

Heart: A healthy cardiovascular system has a positive effect on hearing.

Retrieved from: *American Journal of Medicine* (link is external) (2013).

“Volunteers with hearing loss, undergoing repeated cognition tests over six years had cognitive abilities that declined some 30 to 40 percent faster than in those whose hearing was normal.”

John Hopkins Research Centre. Study on Hearing Loss.

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