



Hitchon's Hearing Centre

Celebrate with
us this May,

*Hearing
Awareness
month*



This month, we encourage you to pay special attention to your hearing health. Call one of **Hitchon's Hearing Centres today** and book a complimentary hearing test. There are plenty of reasons to do so. Check out some **Hearing Health Facts** on the back of this flyer.

Plus, if you book your hearing test in the month of May, **we'll enter you in a draw for a set of Oticon Opn™ hearing devices FREE***! Opn is a revolutionary hearing device that lets you hear the way you should: **all the way around. CALL TODAY!**

* Any hearing tests booked in the month of May would be eligible for the draw. Must be ADP eligible. Call clinic for details.



**Book your
Complimentary Hearing
Test Today**

and you'll be entered into
a draw for a set of

Free
**Opn HEARING
DEVICES!***

Meet your Hitchon's hearing health professionals:

BELLEVILLE

108 Pinnacle Street South
613-966-9955



Nicole Iasenza
Hearing Instrument Specialist



Nada Neil
Hearing Consultant



Jennifer Travale
Hearing Instrument Specialist



Nicola Smith
Hearing Consultant

TRENTON

23 Balsam Street (Off Elgin Street)
613-955-1000



Katherine Cunningham
Hearing Instrument Specialist



Jennifer Towns
Hearing Consultant

PICTON

206 Main Street
613-471-1800



Maureen Pitt
Hearing Instrument Specialist



Nicola MacDonald
Hearing Consultant

See *reverse* for some **HEARING HEALTH FACTS**



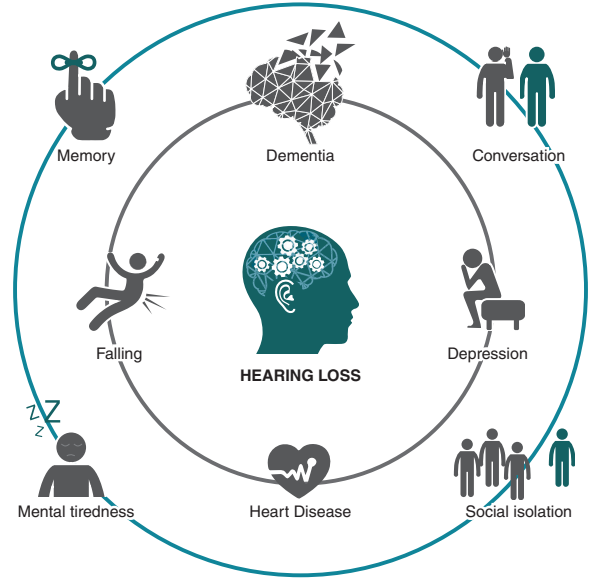
Hearing Health Facts for *Hearing Awareness month*

Hearing is crucial for
your well-being and quality of life.

Taking care of your hearing health is taking care of your overall health. Hearing Care is Health Care.

- Social Impact
- Health Care Impact

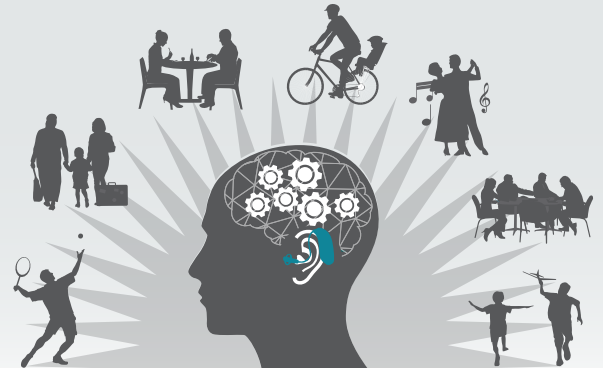
Source: Better Hearing Institute, www.betterhearing.org



We hear with our brains. *Not with our ears.*

The essential thing you need to know is that we hear with our brains. Hearing is a system in which the ears receive sounds and sends them to the brain. The brain then translates those sounds into meaning. Our brain decides where to focus, which sounds to listen to and when to switch focus. The more information your brain receives, the more raw material it has at its disposal to translate sound into meaning.

This is, for example, what enables you to focus on the conversation you want to hear while suppressing unwanted sounds. A hearing loss typically means that your brain does not receive as much sound information as it used to. This makes it harder to communicate and slowly causes you to withdraw from social interaction, **increasing the risk of dementia.**



Untreated hearing loss makes it difficult to follow conversations and is often very exhausting



Untreated hearing loss often leads to reduced contact with family, friends and colleagues, which can turn into feelings of isolation and depression



Untreated hearing loss makes it difficult to stay connected to communication and entertainment devices like TV and phones



Untreated hearing loss makes it harder to remember what people say

 **Hitchon's**
Hearing Centre
www.hitchonshearingcentre.ca

BELLEVILLE 108 Pinnacle Street South
613-966-9955 or **1-800-958-9989**

TRENTON 23 Balsam Street (Off Elgin Street)
613-955-1000 or **1-855-955-1007**

PICTON 206 Main Street
613-471-1800 or **1-800-958-9989**