



Untreated Hearing loss

↓  
Less stimulation of the brain

↓  
Accelerated mental decline  
Higher risk of dementia

↓  
Trouble with remembering  
and problem solving



# HEARING AIDS *keep your* BRAIN FIT



Treated Hearing loss

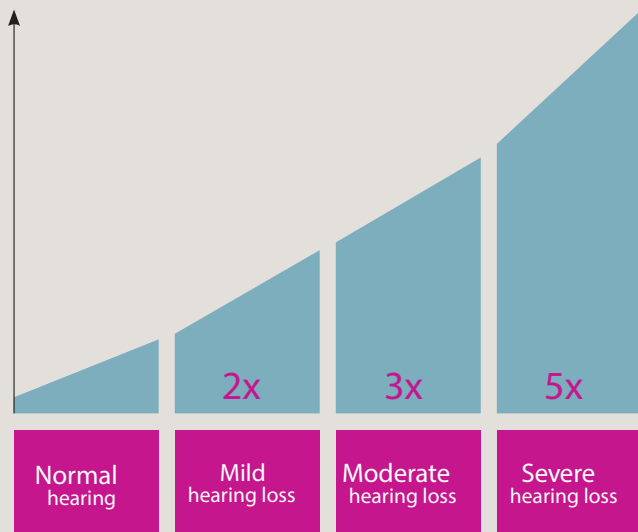
↓  
Improved communication skills

↓  
Socially active  
Stimulation of the brain

↓  
**Keeps your brain fit**



Risk of dementia  
with untreated hearing loss



Source: Lin et al. (2011). Compared with normal hearing, increased risk of dementia: 1.89 for mild hearing loss, 3.00 for moderate hearing loss, and 4.94 for severe hearing loss.

## Hearing aids reduce the risk of mental decline



A person with hearing loss who does not use hearing aids has an accelerated risk of mental decline.



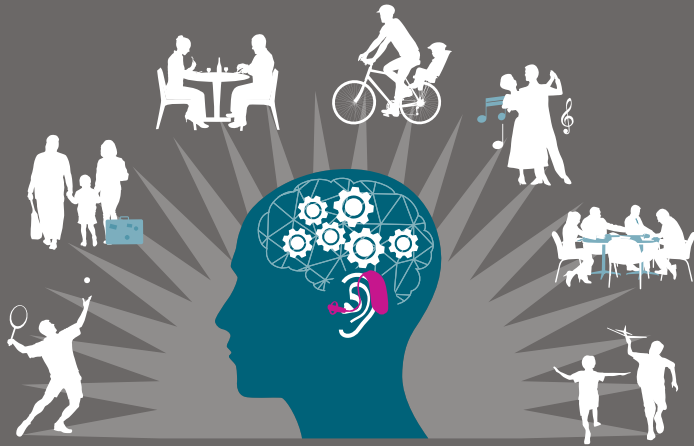
A person with hearing loss using hearing aids has the same risk of mental decline as a person with normal hearing.



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.



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



## Act now!

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



## How good is your hearing?

Ask yourself these 6 questions. If you can answer YES to most of them, it might be a sign of hearing loss, but you need a professional hearing test to confirm it.

1. Do you experience that people around you mumble or speak softly?
2. Do you find conversations in restaurants or crowded places difficult?
3. Do you often have to turn up the volume on your TV, radio or phone?
4. Do friends and family members complain that they have to repeat what they say to you?
5. Do you have to look at people's faces in order to be able to understand what they are saying?
6. Have you noticed that everyday sounds, like the twittering of birds, footsteps or the clock ticking, are gone?

For more information  
call 0800 684 266  
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## Hearing Aids Keep Your Brain Fit



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