

**PROBLEM:  
HEAT + HUMIDITY =  
A HEARING AID'S WORST ENEMY**

Ask us about  
the new  
**WATER RESISTANT**  
hearing aids!

*Listen Up!*



Call today to sign up to receive  
our **FREE** Newsletter!

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Call 1-888-429-4205**

**SOLUTION:**

- FREE** Professional Dehumidifier Maintenance Service
- FREE** Cleaning and servicing of your hearing aids
- FREE** Personal Dehumidifier to use at home
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- FREE** Video ear canal inspection

**COUPON**

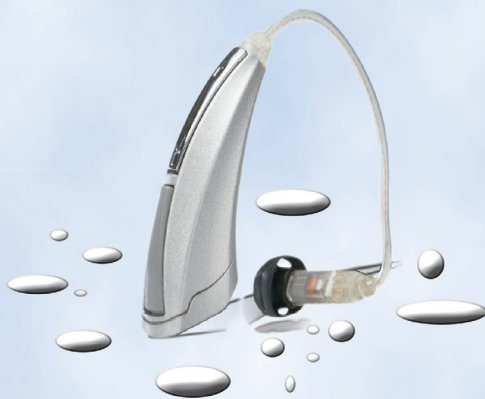
**SAVE 40%**  
off MSRP



**on all S Series™ Hearing Aids**  
Expires 8/31/11



**FACT:** *The temperature of the human ear canal averages 98 degrees with 100 percent humidity.*



**Some hearing aids make news.  
This one makes a splash.**

Check out Starkey's proprietary HydraShield™ technology. Now you can wear the most advanced hearing aids during all your summer activities without having to worry about moisture damage and rust caused by humidity, perspiration or condensation.



**Hearing Aid  
HealthCare**  
Professional Care You Can Trust  
www.hahc.net

**CALL THE OFFICE NEAREST YOU TODAY TO  
SCHEDULE YOUR APPOINTMENT:**

**Palm Desert**  
44-630 Monterey Ave.  
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**760-469-4668**

**Sun City/Palm Desert**  
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**760-904-4944**

**Yucca Valley**  
56669 29 Palms Hwy, #G  
In the Ideal Mall  
**760-820-4853**

# The 5 Most Commonly Asked Questions When Considering Hearing Aids

**Q** **What Causes Hearing Loss?**  
The most common form of hearing loss is called “nerve deafness.” This comes as a result of the fact that the cochlea (inner ear) and auditory nerves do not properly transmit their signal to the brain. Other possible causes are prolonged exposure to loud sounds, aging, heredity, certain illnesses, and medications.

**Q** **What should I do if I or a loved one suspects hearing loss?**  
The first step should be a professional hearing examination by a licensed specialist. This will help to determine the level and type of hearing loss, as well as what is needed in order to treat the hearing loss. Today’s modern hearing aid technology allows many hearing losses to be successfully corrected with a hearing aid. However, only about 25 percent of people who could benefit from the use of hearing aids actually do use them.

**Q** **Which is the best brand of hearing aids?**  
There are approximately 24 worldwide hearing aid manufacturers, each producing exceptional quality products. Which brand is right for you will be determined by the results of your audiogram, your lifestyle, cosmetic requirements and your dexterity. Your hearing professional will select the brand only after selecting the type of circuit best suited for your individual hearing loss as indicated by your examination.

**Q** **What style hearing aids do I need?**  
This is a personal choice which will be made between you and your hearing specialist. At **Hearing Aid HealthCare**, our approach is to discuss with you the physiological and cosmetic needs available to your individual hearing assessment and listening demands.

There are six primary styles:

- 1) the Intra-In-Canal (IIC), the newest and smallest style. They cannot be seen at all when worn.
- 2) The Completely-In-Canal (CIC), which is barely visible when worn.
- 3) The Receiver-In-Canal (RIC), which places the computer processor on top of the ear, with the receiver worn in the canal; these are practically unnoticeable when worn.
- 4) The In-the-Canal (ITC), which is slightly larger than the CIC.
- 5) The In-the-Ear (ITE), which fills the ear bowl.
- 6) The Behind-The-Ear (BTE), which is used with an ear mold worn in the ear bowl; this style is used when high-power output is needed.

**Q** **How Much Do Hearing Aids Cost?**  
Hearing aid prices vary greatly, depending on several criteria, allowing them to be affordable to everyone. An entry level instrument will range from \$600 to \$1,200, and the premium instruments will range from \$2,800 to \$3,500 per hearing aid. The most common differences that affect pricing are the level of technology, style, performance, features, warranties and accessories.

At **Hearing Aid HealthCare**, we carry the full spectrum of hearing instruments to fit any lifestyle and budget. We are happy to demonstrate our hearing aids to help you experience the improvement in sound quality. We invite you to hear what you’ve been missing.



## CALL TODAY TO SCHEDULE YOUR COMPLIMENTARY HEARING CHECK-UP!

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