

SPRING
2024

Tinnitus and its Link to Hearing Loss

15% of adults experience tinnitus, which causes a ringing sound in the ears. While some people can tune out the sound, it can bother others. The ringing may seem to come from inside your head or from a distance. You may have it in one ear or both.

It is common for those affected by tinnitus also to have hearing loss. 90% of people report having both conditions. Often, people with tinnitus don't even realize there is hearing loss. Tinnitus and hearing loss are linked because they can both develop from damage due to loud noise.

What can you do to prevent these conditions?

- Get your hearing tested.
- Protect your ears with earplugs or noise-blocking earmuffs.
- Avoid prolonged noise exposure.
- Turn down the volume while listening to music or watching TV.

Prevent tinnitus and hearing loss by staying mindful of your environment and protecting your ears from loud noise. Routine hearing checks will also inform you of your hearing health and identify problems before they worsen.



Comprehensive
EAR & HEARING
of Zeeland

Zeeland
300 S State St, Ste 1
Zeeland, MI 49464
(616) 772-1986

SPECIAL EVENT! LIMITED TIME ONLY!

<First Name>, Get Your Exclusive Spring Hearing Event Offers!

\$1000 OFF

\$1000 Off

a pair of premium hearing aids

Cannot be combined with any other offers.

BEST FINANCING

0% Interest

for 12 Months

with Approved Credit.

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EAR & HEARING
of Zeeland

300 S State St, Ste 1
Zeeland, MI 49464
(616) 772-1986

Dear <First Name>,

I'm writing you today to invite you to our **Complimentary Spring Hearing Event** during **April 29 - May 3** in our Zeeland office.

Medical professionals report that people aged 50 and over must have their hearing evaluated annually. This is why I am having a complimentary Spring Hearing event to assess your or a loved one's hearing health. All of this at **NO COST** to you.

During the Spring Hearing Event, you will receive:

- **FREE HEARING SCREENING** – Determines the degree of hearing loss present.
- **FREE** – otoscopic examination of your ear canal and ear cleaning.
- **\$1000 off** – premium technology hearing aids
- **RISK-FREE 1 WEEK TRIAL**

I have enclosed a copy of our Spring 2024 Newsletter to provide additional hearing health information.

Call (616) 772-1986 to make an appointment.

Sincerely,



Carli VanHarken HIS, Owner

Carli VanHarken, HIS, Owner

Cari Marzolf, Audiologist

Cari Marzolf, Audiologist

The C.E.H. Team

The C.E.H. Team

P.S. If you have tinnitus, you may also have hearing loss. The two are commonly linked. It's important to protect your ears and get your hearing tested to prevent both.

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Preserving Mental Sharpness:

Strategies for Memory Improvement with Hearing Care

Memory issues, like dementia, are an inevitable part of getting older. One key factor that influences dementia is hearing loss. Untreated hearing loss increases the probability of cognitive decline, dementia, and memory issues.

When hearing loss goes untreated, the brain's structure can atrophy, leading to physical changes that impact memory and cognition. New research suggests that treating hearing issues can prevent or mitigate the risk of developing dementia.

Preventing cognitive decline and memory issues involves a combination of lifestyle choices and practices. **Here are some key strategies to preserve and boost your memory function:**



Address Your Hearing Loss.

Medical treatment or hearing aids can help prevent memory problems.



Stay Mentally Active.

Participate in brain strengthening activities like puzzles, reading, or learning a new skill.



Stay Physically Active.

Regular exercise and moving your body improves blood flow to the brain, which benefits your mental sharpness.



Get Quality Sleep.

Getting 7-9 hours of undisturbed sleep each night allows your brain to perform maintenance.



Manage Stress.

Stress can negatively impact memory. Try practicing meditation, breathing techniques, and mindfulness.



Stay Social.

Maintaining social relationships with family and friends keeps your mind engaged.

If you or a loved one are concerned about hearing loss and its impact on cognitive ability, it's time to visit a hearing care specialist. Being proactive will help you address issues before they worsen and impact other aspects of your health.

(616) 772-1986

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SPRING HEARING NEWS

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**SPECIAL EVENT!
LIMITED TIME ONLY!**

**WE'RE OFFERING A RISK
FREE 1-Week Trial and Up to \$1000 Off!**

TECHNOLOGY SPOTLIGHT

GENESIS^{AI}

**The biggest leap forward
ever in hearing technology.**

Completely reimagined from the inside out

Genesis AI is the only hearing technology system to feature an all-new processor, all-new sound, all-new design, and all-new fitting software.

Starkey

