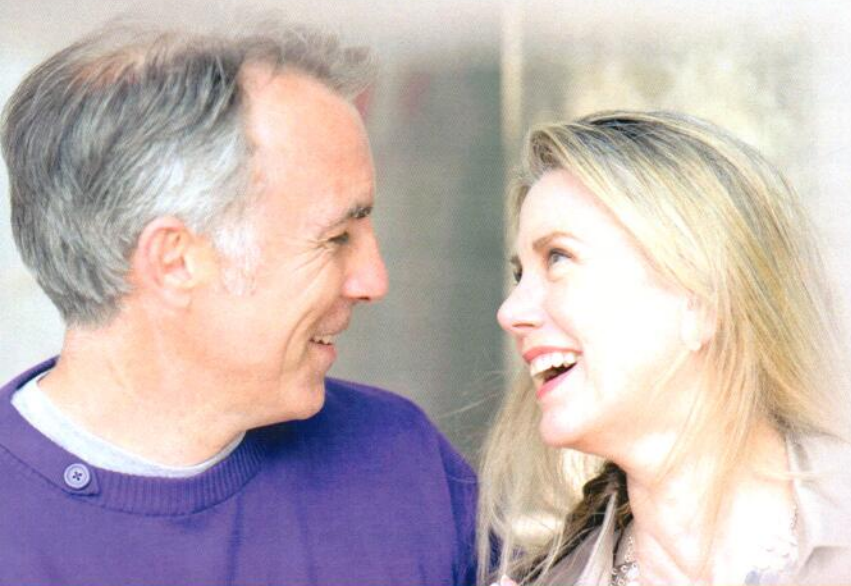


LITTLE KNOWN FACTS ABOUT HEARING LOSS

- Hearing loss is called 'the invisible handicap' because there are no outward signs of difficulty or disorder, and the loss is almost always gradual, usually over a period of years, and there is no pain.
- Among seniors, hearing loss is the most prevalent medical condition, following arthritis and hypertension.
- People with diabetes are twice as likely to have hearing loss than those who do not have diabetes.
- Smokers and overweight individuals are also at increased risk for hearing loss.
- Inability to hear and understand instructions by physicians, pharmacists or caregivers can put personal health in jeopardy.
- Men that regularly use aspirin, acetaminophen and nonsteroidal anti-inflammatory drugs experience more hearing loss.
- Also, men that take phosphodiesterase (PDE) inhibitors are twice as likely to develop hearing loss than men who do not.
- Depression, isolation and alienation can plague those who have hearing loss.



www.hearusa.com