

Hearing loss



GLOBAL HEARING LOSS IS ON THE RISE

- 466 million people have disabling hearing loss.
- Estimated to leap to 630 million in 2030.
- Over 900 million by 2050.¹



IT'S NOT JUST AN 'OLD AGE' ISSUE

The World Health Organization estimates that 1.1 billion teenagers and young adults worldwide are at risk of hearing loss.²

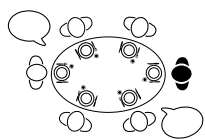
IT'S INDIVIDUAL

Every person's hearing is as unique as a fingerprint. Their hearing experiences are individual to them, and the way they hear sounds is different to anyone else.

Hearing loss can cause a person to miss out on hearing the moments that matter most.

TYPES OF HEARING LOSS

Mild (25-40 dB HL):



Difficulty hearing in dynamic noisy group situations that involve movement and change, such as at a restaurant, a party or shopping.



High-pitched sounds, like birds chirping, are a challenge.

Moderate (45-65 dB HL):



Difficulty in less dynamic, fixed group situations and personal conversations, such as having coffee with a friend, watching TV or in a meeting.



Medium-pitched sounds and consonants can be troublesome.

Severe (70-90 dB HL) to Profound (>90 dB HL):



Difficulty hearing in nearly all situations, such as conversations at home or hearing alert sounds.



Deep low-pitched sounds, like an aeroplane, are hard to hear.

dB HL = decibels hearing level

Untreated hearing loss is linked to health conditions

DEMENTIA, COGNITIVE DECLINE, AND MEMORY ISSUES

x2

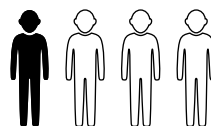
Mild hearing loss nearly doubles the risk of dementia

x3

Moderate hearing loss has triple the risk

x5

Severe hearing loss has nearly five times the risk³



1 in 4 adults with self-identified hearing difficulties reported memory issues, compared to only 1 in 20 adults without hearing difficulties.⁴

DISEASES AND CONDITIONS

Arthritis, cancer, cardiovascular disease, diabetes, emphysema, high blood pressure, Meniere's disease, stroke, and tinnitus.⁵

PERSONAL AND SOCIAL EFFECTS

- Social isolation, loneliness, and depression
- Fatigue, acute after an exhausting day or chronic cases
- Stress on close relationships due to communication issues
- Difficulties at work, with potential impact on personal income

BARRIERS TO GETTING HEARING AIDS

- Identification of hearing loss and treatment remain low
- Only 1 in 3 who would benefit from hearing aids are treated⁶
- People wait an average of 10 years to seek diagnosis⁶
- Artificial sound and lack of individualisation
- Stigma and financials
- People feel 'old' and think hearing aids are big beige devices

If only they knew: Hearing loss treatments can help!



HEARING AIDS HAVE MANY BENEFITS

- Better communication and conversations, even in noise
- Boost in self-image and confidence
- Improved social life and mental health
- Feeling healthier and less fatigued
- Improvements in relationships and at work

SOUND DOESN'T HAVE TO BE ARTIFICIAL

There is a strong need for hearing technology that offers more natural sound, individualised to each person's hearing and needs with direction and depth, and supported with convenient care in the clinic or remotely, at home.

EVERY PERSON'S SITUATION IS INDIVIDUAL



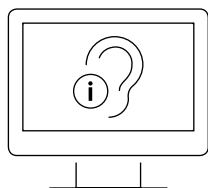
Hearing solutions that add real, meaningful value to every day are an investment in a person's happiness, wellbeing, and self-care, helping them to thrive.

87% of hearing aid users said that hearing aids are useful while on the job.⁷

2 out of 3 non-hearing aid users feel embarrassed or made fun of due to their hearing loss. Only 1 in 10 hearing aid users feel made fun of for using hearing aids.⁸

Hearing aid users report a 36% lower incidence of depression than those with untreated hearing loss.⁹

Take action today



CHECK YOUR HEARING!

- Take a quick online test:
www.resound.com/en/online-hearing-test
- Encourage and support others to take a test.
- Raise awareness about the importance of addressing hearing loss.

WHAT DO THE HEARING EXPERTS SAY?

If a hearing test reveals any loss, take it seriously.

"The latest research shows that the area of the brain where hearing occurs can be 're-assigned' to other activities if not stimulated with sound."

Laurel Christensen, Chief Audiology Officer,
GN Hearing

Why we do what we do

We are dedicated to making life sound better to help people hear more, do more and be more than they ever thought possible.

Visit the ReSound Newsroom at www.resound.com/en/press

¹ World Health Organization. [Addressing the rising prevalence of hearing loss](#). Retrieved June 2020

² "1.1 Billion Millennials Are at Risk for a Condition Linked to Dementia," MSN article, Carrie Madormo, 24 April 2020

³ Lin, et al, 2011. [Hearing loss and incident dementia](#).

⁴ Jorgensen & Novak, 2020: Factors Influencing Hearing Aid Adoption

⁵ McKee et al, 2018: [Hearing loss and associated medical conditions among individuals 65 years and older](#)

⁶ Shield, B. Evaluation of the Social and Economic Costs of Hearing Impairment, 2019

⁷ EuroTrak UK, 2018

⁸ Picou, 2020. MarkeTrak 10 (MT10) Survey Results Demonstrate High Satisfaction with and Benefits from Hearing Aids

⁹ Kochkin & Rogin, 2000. Hearing Review, Quantifying the obvious: [The impact of hearing instruments on quality of life](#)