

Hearing loss



GLOBAL HEARING LOSS IS RISING

More than 466 million people have disabling* hearing loss – predicted to reach over 900 million by 2050.¹

*Disabling hearing loss refers to a hearing loss that is likely to cause noticeable difficulties in everyday life for the person.



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.¹

IT'S INDIVIDUAL

Every person's hearing is as unique as a fingerprint, from their ear shape to personal hearing experiences. 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 airplane, are hard to hear.

dB HL = decibels hearing level

UNTREATED HEARING LOSS RISKS

There are links between untreated hearing loss and the following health conditions: arthritis, cancer, cardiovascular disease, diabetes, stroke, and tinnitus.²

DEMENTIA, COGNITIVE DECLINE, AND MEMORY ISSUES

Mild hearing loss – 2x the risk of dementia

Moderate hearing loss – 3x the risk

Severe hearing loss – 5x the risk³

TOO MANY ARE MISSING OUT



Only one in five people who could benefit from hearing aids actually use them, leaving a large proportion to miss out on the sounds of life, communicating, and socializing.¹

TURN BACK THE CLOCK

Sadly, people take an average of 10 years to seek diagnosis and hearing care.⁴

COMMON BARRIERS TO GETTING HEARING AIDS

- Denial of hearing struggles
- Financial cost or other priorities
- Self-conscious about using hearing aids
- Perceive hearing aids as uncomfortable
- Expect sound to be unnatural and not work in noise⁴⁻⁶

PERSONAL AND EMOTIONAL IMPACTS

Untreated hearing loss can affect physical and mental health and result in increased social isolation, loneliness and depression⁷; acute or chronic fatigue⁸; relationship issues⁹; and difficulties at work¹⁰.

A CHALLENGING CULTURAL CONTEXT



The Covid-19 pandemic impacts how we connect



We're experiencing the social isolation people with hearing loss feel



People around the world appreciate relationships even more



Hearing and communicating well are vital for thriving and growing in the 'new normal'

The great effects of hearing better



USING HEARING AIDS HAS 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

A NATURAL CHOICE

The latest hearing technology offers more natural sound, individualized to each person's hearing and needs with direction and depth, and support in the clinic or remotely, at home.

FOR EVERY PERSON & LIFESTYLE



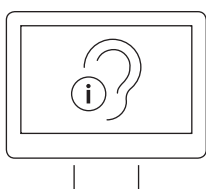
There are life-enriching hearing solutions to suit everyone's needs. A hearing aid is an investment in happiness, wellbeing, and self-care, helping people thrive.

YOUTHFUL NOT AGING

Some may say that hearing aids are for old people. Not true. Hearing aids can actually make people feel younger as they can engage with life again.

CONNECTING WITH THE WORLD

People can use the latest hearing aids for streaming calls, music and other audio directly from compatible iOS or Android™ devices.



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

87% of hearing aid users said that hearing aids are useful while on the job.¹¹

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.¹²

Hearing aid users report a 36% lower incidence of depression than those with untreated hearing loss.¹³

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

ReSound is 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 to learn more.

¹ Deafness and hearing loss. World Health Organization 2020

² Hearing loss and associated medical conditions among individuals 65 years and older. McKee et al 2018

³ Hearing loss and incident dementia. Lin, et al 2011

⁴ Evaluation of the Social and Economic Costs of Hearing Impairment. Shield, B. 2019

⁵ EuroTrak UK 2018

⁶ MarkeTrak 10 US

⁷ Isolation/loneliness and depression. Palmer et al JSLR

⁸ Fatigue, work. Hornsby 2016

⁹ Relationships. NCOA article. Kochkin and Rogin

¹⁰ Work, MarkeTrak. HJ article 2010

¹¹ EuroTrak UK 2018

¹² Survey Results Demonstrate High Satisfaction with and Benefits from Hearing Aids. Picou 2020. MarkeTrak 10

¹³ Quantifying the obvious: The impact of hearing instruments on quality of life. Kochkin & Rogin 2000. Hearing Review

¹⁴ Listen before you drive: the effect of voice familiarity on listening comprehension and driving performance. McKenzie et al 2020