

6	1	9	2	5	8	7	4	3
2	3	7	9	6	4	8	1	5
4	5	8	1	7	3	2	9	6
3	4	6	7	8	1	5	2	9
9	8	2	6	4	5	1	3	7
5	7	1	3	2	9	4	6	8
1	2	3	8	9	7	6	5	4
7	9	4	5	1	6	3	8	2
8	6	5	4	3	2	9	7	1



Cupid's
Sudoku Solution
from back page

FEBRUARY COUPON

CALL US TODAY AND ASK
ABOUT OUR



SPECIAL
VALENTINE
OFFER

MUST HAVE COUPON
GOOD UNTIL 02/28/11



TOO MUCH “BOOM” FOR BABY BOOMERS?

What do Bill Clinton, Mick Fleetwood and countless others over the age of 55 have in common? Probably a lot, in terms of a lifetime’s worth of experiences. But one thing many “Boomers” have in common is that they have come to realize what millions of other members of the Baby Boom generation have begun to acknowledge: their hearing is not what it used to be.

According to a survey conducted by the Prince Market Research Company, nearly 50% of the 75 million Boomers in the United States are experiencing some degree of hearing loss. The survey also indicates they’re losing their hearing at a much more rapid pace than previous generations.

Earlier estimates, from previous surveys conducted by the National Institute of Health, indicated that perhaps only 20% of Boomers were suffering from hearing loss, compared to the now 50% reported. It appears from these two surveys in particular, that the pace of hearing loss among the Post-World War II generation has dramatically increased over the years.

More troubling still, was the report in the Prince study showing that, while half of the participants admitted to having difficulty hearing, only one in three had gotten their hearing tested. Of those who were found to have hearing loss, more than half attributed the loss to noise exposure, confirming we live in a much noisier world than past generations.



Baby Boomers are the first generation exposed to Rock n’ Roll and other modern forms of noise pollution. And now, years later, it appears that in terms of hearing, that noise exposure comes at a price – the cost of being able to hear clearly and understand normal speech.

Because hearing loss – the nation’s third most common medical problem – usually becomes worse if left untreated, now is the perfect time to make an appointment for a comprehensive hearing examination. The examination, which is painless and takes only minutes to conduct, is performed by using a series of beep tones to test your hearing. The lowest audible tone you can hear will indicate the amount of usable hearing you have remaining. This determines the recommendation that your examiner will make for you. If a hearing loss is found to exist, that simple test can be your first step towards better hearing.

And hearing loss is not discriminatory. It can affect anyone, of any age. Even if you’re not yet a “Baby Boomer” but have concerns about your own hearing, or that of a loved one, the *good news* is: you’re not alone. The *even better news* is that help is available. If you, or someone you know, are having trouble hearing and understanding words clearly – no matter what the age – call us to schedule a professional hearing test. If there is some measurable hearing loss, we can help you learn what can be done to get you back on track to enjoy conversations, movies, music, lectures, etc., again. Call us today.