



# Turn down the ringing and reclaim the peace

Tinnitus is a lot more common than people think. It is said to affect 10-15% of the general population worldwide<sup>1</sup>, hence why awareness is so important.

Millions of people in Australia experience tinnitus – an internally perceived ringing, roaring, whooshing or chirping sound. In mild cases patients might only find these sounds an occasional annoyance. But for those with severe tinnitus the condition can make it difficult to relax, concentrate, and sleep.



## The key?

While there is currently no tinnitus cure (unless the underlying cause of your tinnitus can be reversed), scientific research has proven that relief is possible. The most effective approach is to treat the condition's most common cause<sup>2</sup> – underlying hearing loss – with the latest technology. Alongside expert coaching, hearing aids can help patients to cope with the ringing noise in their heads.

Through treating the hearing loss, patients usually also find they enjoy improved hearing in previously difficult situations such as noisy restaurants.

## Miniature miracles

Treating hearing loss often involves fitting discreet, modern hearing aids. Once set up by a qualified hearing expert, these boost and clarify real-world sounds such as speech.

The tinnitus benefit this provides is tied to why the condition occurs in the first place: tinnitus noise is an accidental side effect of the brain “turning up” the sounds it can hear to compensate for those it cannot. Since adding hearing aids brings the brain more of the sound information it is missing, this makes for more natural hearing. Plus it gives patients more useful sounds to focus on rather than their tinnitus.

In one US survey<sup>3</sup> of hearing care professionals, 60% of patients were reported to have gained tinnitus relief from using hearing aids. Another study<sup>4</sup> of patients themselves found that 75% who wore hearing aids gained relief either “frequently”, “most” or “all of the time”.



## Essential advice

Tinnitus affects each person differently, so it is best treated on an individual level.

Combining improved hearing with coaching from a qualified hearing expert, such as [xxBusinessNamexx](#), can lead to even more benefits.



**“The Moxi aids have really improved my life...”**

- *Tim fitted with Unitron Moxi B-R*



Looking for tinnitus relief? Take action today.

Call [HCPxname](#) at [xxBusinessNamexx](#) on [xxx-xxx-xxxx](#) to book a consultation.

### References

- 1 Shargorodsky J, Curhan GC, Farwell WR. Prevalence and characteristics of tinnitus among US adults. Am J Med 2010;123:711-8.
- 2 Henry J. A., Dennis K. C., Schechter M. A. (2005). General review of tinnitus: Prevalence, mechanisms, effects, and management. Journal of Speech, Language, and Hearing Research, 48, 1204-1235.
- 3 Kochkin S., Tyler R. Tinnitus treatment and the effectiveness of hearing aids: hearing care professional perceptions. Hearing Review. 2008;15(13):14-18.
- 4 Kochkin S., Tyler R., Born J. MarkeTrak VIII: The Prevalence of Tinnitus in the United States and the Self-reported Efficacy of Various Treatments. Hearing Review. 2011;18(12):10-27.