

Hearing assessments
Hearing aids & repairs
Counselling related to
hearing impairment
and tinnitus
Noise plugs
Swimming plugs
Musician plugs
FM/infra red systems
Loop systems

Trading hours:

Mon-Thurs

9:00am-5:30 pm

Friday: 9:00am-4:30 pm

by appointment only

Thursdays after

5.30 pm and

Saturday

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Hearing Newsletter

Spring 2008

Dear Readers,

Spring is almost over. You should be hearing the early morning choruses growing louder as the birds repeatedly sing songs. If not, then you are missing out on all the lovely bird calls which means that your hearing or hearing aid(s) needs attention.

Spring is also nesting time and on the nesting theme, I am now thrilled to announce the birth of our beautiful son, Kian, who was born on 28th September. I will be on maternity leave to take care of the needs of my precious newborn and my expanding family.

I am also very pleased to welcome our new Audiologist, Natalie Willeston, who joined the Falls of Sound team recently. Natalie will be taking care of all your hearing needs until I return to work.



Hearing Awareness week in August was, once again, very successful. Some adults with hearing losses often wait about 7 years before seeking help so it was good to see lots of new people making use of Hearing Awareness Week by coming in for hearing screenings. This is the first step to better hearing .

For those of you who are wearing hearing aids.... Remember, even during spring we have to be aware of humidity and with summer rapidly approaching, please make sure your hearing aids are kept dry!

Katia Peeters

NEW PACKAGING: More drying tablets for the same price! Our package of drying tablets now includes 6 tablets instead of 4 so you are getting more for your money!

Audiologist Natalie Willeston joins "Falls of Sound"

I graduated from the University of Queensland with a Bachelor of Science and Masters of Audiology Studies and was a contributing member to a research article which was published in the International Journal of Paediatric Otorhinolaryngology.

I decided to join the Falls of Sound team as it is a reputable provider of hearing services at Indooroopilly, providing excellence in customer care and committed to ensuring client satisfaction. They also offer their clients some of the best hearing technology available. I am delighted to be part of the team and look forward to assisting you with your hearing solutions.



Boost your memory with hearing aids

No need for adjusting

No need for controls

Automatic Noise suppression



Automatic technology has only been available in the "top of the range hearing aids" and finally we can offer them in the lower and mid range. These type of hearing aids offer Digital technology, which makes it possible to continually analyze and process incoming sound to best amplify speech while reducing unwanted noise. Soft sounds are given more amplification, while very loud sounds are given little or no amplification. Automatic sound



processing makes hearing instruments simple to use and comfortable to wear and create hands-free operation with no need for external controls such as volume control wheels.

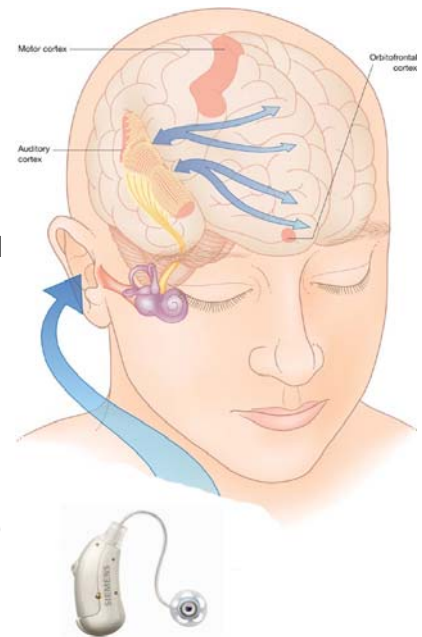
While you are wearing the hearing aids they will continuously analyse the environment you are in. So when you walk into the shopping centre, the hearing aid will automatically reduce the background noise and focus on the speech it is hearing.

We know that people with a hearing loss are a lot more stressed, they can actually become fatigued after straining to listen for an hour. When individuals put off seeking help for hearing loss, communication and quality of life deteriorates. Over time, the inner ear, hearing nerve, and auditory processing regions of the brain slowly lose the ability to interpret certain frequencies of sounds that have been missed for so long.

The AUTOMATIC noise-reduction technology is crucial for the advancement of hearing aids as it reduces the amount of effort necessary to understand speech through noise. Once amplification is appropriately fit, the auditory system is once again fully stimulated, and one can learn to identify and interpret the sounds that have been missing. However, the longer one waits to do something about hearing loss, the more difficult it is to recover the listening skills needed for effortless understanding of conversations and immediate interpretation of all sounds in the environment.

Now here's the really neat part: "Memory is improved through hearing aid technology. If fewer resources are being applied cognitively to speech understanding, they can be applied to other tasks."

There is a common misconception that wearing hearing aids somehow makes your ears lazy or causes your hearing to deteriorate. Many people use this as an excuse for putting off doing something about their hearing problem. Hearing aids cannot make you hearing worse and in fact they do quite the opposite. Wearing hearing aids stimulates your remaining hearing and amplifies sounds the brain has not been receiving. This has the effect of "exercising" the brain so that it becomes



good at recognising speech and filtering unwanted noise. The sooner you obtain hearing aids, the sooner you can start exercising your brain.

Fully automatic hearing aids are **now available** in the lower range of our hearing aids from \$2100 per hearing aid!*

*Different price rates apply to pensioners and veterans under the Office of Hearing Services Program.

