



Services at Falls of Sound:

Hearing assessments
Hearing aids & repairs
Counselling related to hearing impairment and tinnitus
Noise plugs
Swimming plugs
Musician plugs
Assistive listening devices

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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Dear readers,

In this newsletter, the following topics will be discussed, How Ipod can damage your ears; Wearing hearing aids regularly; New hearing aid technology from Switzerland just released as well as some of our new additions to our range of accessories.

Please drop in if you have any questions or give us a call, remember you are always welcome.

Katia Peeters

Experts Sound Off on iPod Threat to Hearing (source: Mac News-world by Eric Roper)



Apple's standard headphones are more damaging than the normal over-the-ear headphones because of how close they come to the eardrum. A new lawsuit and medical experts are making a lot of noise over the health risks posed to users of portable music players such as Apple's iPod, which can play music loud enough to lead to hearing loss. Here at Falls of Sound, more and more young people are coming in for hearing tests which are very often caused by noise exposure. The first issue is the

volume levels that are too high, they can go up to 120 decibels, which is definitely damaging within one minute James Kiel Patterson of Louisiana filed a suit against Apple in U.S. District Court in California last month because he claims the iPod that he purchased has dangerously high volume settings without appropriate warnings.

Nerve Cells Usually Don't Recover

The issue originated in the late 1980s after people started to feel the negative health effects of devices such as the Sony Walkman, Jacobs-Condit (GW's senior audiologist in the Speech and Hearing Science Department.) said, "The Sony Walkman is only capable of producing 100 decibels", according to a 1990 *New York Times* article.

Music played too loudly damages nerve cells and can make people feel like they have cotton or ringing in their ears. With minimal exposure they might recover, but over time, their chances of recovery are lessened. Once the nerves are damaged or destroyed, there is no way to repair them. Portable music player users should listen at half volume to ensure healthy hearing. Anna, a client at Falls of Sound, began to reconsider her iPod listening habits after learning that she had a slight noise-induced hearing loss. "It has made me a little more aware and worried about my hearing even though the loss doesn't noticeably affect my hearing," Anna said. "It has caused me to listen to my music at a lower volume than I used to."

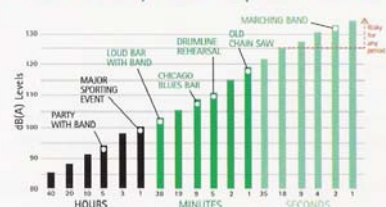
Very often, the sound is turned up louder due to the noisy background of the surroundings, which is why we supply silicone noise-reduction earplugs to reduce the surrounding noise. Resulting in not having to put your iPod on such a high volume as before.

Part time versus full time hearing

Occasionally people tell me they will only wear their hearing aids on special occasions such when they are with a group of people or in noisy places, where they have difficulties hearing.

Those people who are most comfortable and who receive the most benefit from their hearing aids are the ones who use them full time continued other page

Allowable Weekly Sound Exposure To Be Safe



Hearing loss is a function of exposure time, the average noise level and the peak level of very loud sounds.

That's why we encourage you to use your hearing aids—and your hearing— full time, even in easy listening situations or when you are alone.

Why use your hearing aids in places where you can get along without them?

Hearing is like exercising, the more you use it, the better shape it's in. That's because your brain and the auditory processing gets used to the new world of sounds. If someone with a hearing loss doesn't use their hearing aids—their ears and brain—become used to a less stimulating sound environment.

What happens if Mrs X is only wearing her hearing aids when she goes out or watches television? She probably only wears them 4 hours a day. While using the hearing aids, she might hear 90% of her environment, the rest of the time she might only hear 50% of her sound environment. Which environment does her ears and brain get used to? (Answer neither of them). Furthermore it will be very hard for her brain to know what sounds it needs to get used to, and on top of that it takes the brain up to 2 weeks to get used to new sounds. So that every time she wears her hearing aids in for that special occasion, she needs to get used to the new sounds again!

Our recommendation: Keep your hearing in good shape. Let your ears develop the benefit of better hearing by using your hearing aids full time!

New technology in hearing aids !!

Anyone with a hearing loss knows that listening is more difficult in certain situations. Though a hearing system may be perfectly tuned for the evening news broadcast, it may fail to help at the garden club. ICOS is the first premium hearing system featuring **Personalized Audio Navigation™** – providing the best hearing response in every listening situation.

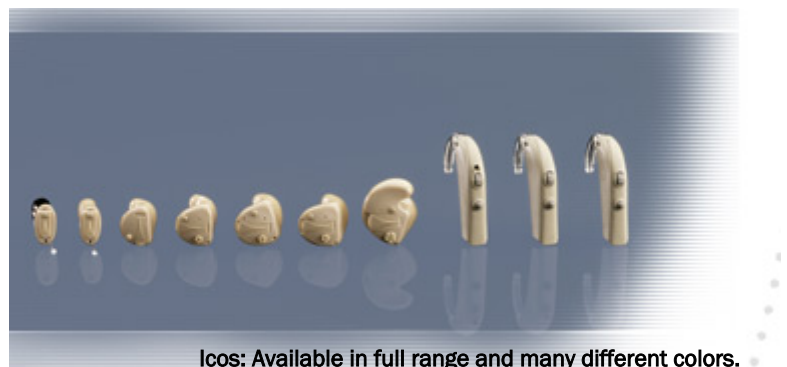


ICOS is programmed according to a detailed profile of your individual listening needs and priorities across multiple environments. Together with information about your hearing loss, your individual **Lifestyle Profile** determines how the automatic features in ICOS will operate at any given moment.

Using Audio Recognition™, ICOS constantly scans the sounds around you and detects the presence of speech, noise and wind. This information tells ICOS when and how to apply advanced features such as noise reduction and adaptive directionality – continually providing the optimum response even as the sound environment changes.

The **ICOS Tracker** logs the activity of special features and tracks your real life listening environments. This helps your Hearing Care Professional to optimize ICOS for your personal needs.

ICOS is the only hearing system that truly knows you and allows you to hear, everywhere.



icos: Available in full range and many different colors.

New Accessories !

Ear Wax Removal System:

Ear drops to soften, loosen and remove excessive wax. After treatment remaining wax can be removed with soft bulb ear syringe. Fast acting formula. \$ AUD 8,00/ AUD 15,00 with syringe

Cleanaid:

Cleaner and deodorizer for in-the-ear hearing aids, ear moulds and tubings. \$ AUD 14,00

Eargene:

Soothing and refreshing ear lotion for ear hygiene and relief of itching ears. Ideal for all hearing aid users. \$ AUD 13,00

