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Special Offer Inside!

Waterproof Hearing Aids *Continued...*

exceptional water protection. It features a high-quality, soft-touch lacquered surface, which ensures that your instruments sit snugly on your ears and prevents them from slipping off.

Aquaris has the Ingress Protection Rating IP57. This means that it can be completely submerged in water up to 3 feet for 30 minutes with no damage to the instrument. Aquaris also comes with a swimming program that is designed to provide the highest degree of performance under the most challenging environmental conditions.

More Than You Expect, Inside and Out

The new **Phonak M H2O** series is designed for people with a mild to severe hearing loss who are interested in high performing, highly reliable and discreet hearing aids. These new products have achieved the Ingress Protection Rating IP67.

This means they are water, sweat, moisture and dust resistant. What this means for you is that you can enjoy a wide range of water activities and sand sports comfortably and confidently.

Remember these aids come in different technology levels to meet the needs of your desired lifestyle. We have information in the office regarding each one of these products.



Here's an Earful
from East End Hearing

Summer 2012

East End Specials

Just a reminder to our patients to take advantage of some of the popular programs we have at East End Hearing.

When you experience an unexpected hearing aid problem take advantage of our walk in clinic. There is one hour set aside each day to accommodate our patients and their hearing aid problems on a first come/first serve basis. Problems that can be seen during walk in clinic are hearing aid cleanings, retubing of earmolds, battery door repairs, and examination of malfunctioning hearing aids(some minor repairs can be done in office). Hearing testing cannot be done during walk in time.

Hours for walk in clinic are:

- Monday 1:00-2:00 and 4:00-5:00
- Tuesday 10:00- 11:00
- Wednesday 6:30-7:30
- Thursday 10:00-11:00
- Friday 1:00-2:00

Another popular feature is our Patient Referral program. Refer a patient to our office and receive a \$10 gift card to a local business, ranging from Dunkin Donuts to Carnival Restaurant. **The greatest compliment you can give us if the referral of friends and family.**

Also don't forget to visit our website to check on any coupons or specials that we are running.

Summer Hearing Aid Care



aids. The damage caused by humidity is cumulative. None of us would notice any decrease in hearing aid performance after one July 4th barbecue, but after a month of activities ranging from social functions to work and exercise in the summer heat, a hearing aid would begin to lose some efficiency. Droplets of moisture could enter the microphone eventually leading to distortion. Moisture could enter the battery compartment causing the battery to corrode. A corroded battery will actually release chemicals that can damage components in the hearing aid.

Memorial Day has come and gone and along with the unofficial start of summer comes the heat and humidity that is common to Long Island this time of year. During these summer months most of us spend time with friends and family by pools, at the beach, or perhaps at a local water park. The risk to one's hearing aids is obvious at all of these places, but there is also something in the air that can cause damage to our hearing aids.

The humidity that is prevalent to this area from June through August can have a negative impact on hearing

Most hearing aids have a moisture protection coat applied by the manufacturer, but some extra precautions should be taken. Storage containers which double as hearing aid dehumidifiers are available. They range from the simple jar that the hearing aid is stored in to the sophisticated unit which is plugged in and has drying and heating systems in the unit. Some of the options are:

Mini or Super Dri-Aid jar - uses an effective dessicant pellet that has a greater capacity to hold moisture when compared to a silica gel.

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Summer Hearing Aid Care *Continued...*

Global Dry & Store is an electrical appliance for nightly use at home to store and care for all types of hearing instruments, including hearing aids, cochlear implant hardware, noise/tinnitus maskers, and in-ear monitors. It combines the three essential elements needed for effective drying: heat, moving air, and a desiccant that drives the relative humidity really low, then captures the moisture that is released. During the first ninety seconds of the Dry & Store Global II cycle, a germicidal lamp sanitizes the hearing instruments, after which conditioning continues for 8 hours.

Zephyr Dry & Store - an electrical appliance for nightly use at home to store and

care for all types of hearing instruments, including hearing aids, cochlear implant hardware, noise/tinnitus maskers, and in-ear monitors. Like its siblings, Zephyr operates on an 8-hour cycle, and it also utilizes warm, moving air and a desiccant, proven technology for maximum drying effectiveness. The biggest single difference is that the Zephyr does not include the germicidal UV lamp which is an integral part of the Global and Professional models.

The next time you are in the office ask one of the audiologists or any of the front office staff to show you any of these units.

Exercise and Hearing



The benefits of moderate and consistent exercise have long been touted. Lower blood pressure, improved cardiovascular health, joint and bone health, and weight loss

just to name a few. Did you know that several studies show that exercise can also help your hearing?

According to Dr. Kimberly O'Sullivan the connection between hearing and exercise is tied to cardiovascular health. Good cardiovascular health increases

blood flow in the body, including blood flow to the head. Oxygen rich blood is delivered to the cochlea and surrounding organs which contributes to better neural integrity, especially in the outer hair cells.

Another possible explanation is that people who maintain good cardiovascular health are less likely to take medications. Many medications can be ototoxic to the ears, leading to tinnitus and hearing loss. Significant hearing loss is present in 1 out of 3 Americans age 65 years and older, but hearing sensitivity can be maintained very well in those "older" years.

The exception to these findings is hearing loss with a genetic component, or family history of hearing loss.

Waterproof Hearing Aids



Many of our patients, based on their active lifestyles, have been asking about recent advances in water resistant and water proof hearing aid technology. Imagine being able to go to the beach or spend a day at the pool with your grandchildren and not have to worry about your hearing aids?

The following are the manufacturer descriptions from Siemens and Starkey respectively.

The pool. The shower. The pouring rain. **Siemens Aquaris** goes where no other hearing aid dares and comes out completely unharmed. That's because, unlike others, Aquaris is not only water resistant, it's truly waterproof.

Proven Waterproof



Most hearing solutions require you to avoid water and moisture, limiting what you can do. Aquaris shatters these previous limitations. Its housing shell and battery door are completely sealed to make sure no water sneaks in, while its revolutionary membrane provides

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Upcoming East End Hearing Events



East End Hearing will be involved in two events in the next few months, both raising money for the Hearing Loss Association of America (HLAA).

Join East End Hearing for our first bowling fundraiser on Saturday August 4, 2012 at the Port Jeff Bowl. We will be raising money for HLAA. HLAA was founded in 1979, and its goal is to open the world of communication to people with hearing loss through information, education, advocacy, and support.

Bowling will be from 11:00-1:00. In addition to bowling there will also be a Chinese auction of several baskets donated by lo-

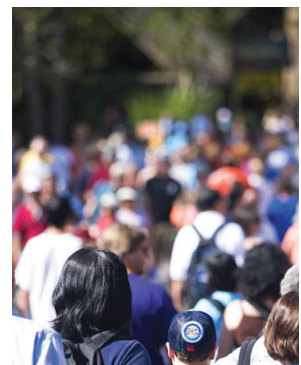


cal business and a 50/50 raffle. There will also be prizes for the highest game and the most strikes. The price of a ticket is \$20, and this includes unlimited bowling, shoes, pizza, soft drinks, and coffee. Bowling is not limited to our patients, so bring your friends and families. Tickets must be purchased in advance. Give the office a call at 331 6455 if you have any questions.



"Taking it in Stride" team will again be participating in this event on Sunday, September 30. This 5k(3.1 mile) walk takes place in Riverside Park on Manhattan's west side. The "Striders" will be trying to top the \$3000 they raised for the last walk.

Feel free to contribute, or better yet, join us for the walk which we hope will be on a beautiful fall day in NYC.



Take Advantage of this Special Offer!

\$500 Off!

\$500 off your purchase of a new two-device digital system, Advanced or Premium levels only!

(\$250 off a single device)

Contact us for an appointment with one of our Doctors of Audiology!

Not valid on previous purchases.
Not to be combined with any other offers.

