

For the Love of Hearing!

New Studies Show the Link Between Hearing Aid Use and Improved Cognitive Health.

New Study Spotlights Hearing Aids in Fight Against Dementia.

What do you want age 80 to look like? 70? Or 60? Too often, people assume that they cannot control what happens to their future selves and that certain things like dementia or hearing loss are simply part of the aging process. At a glance, it makes sense why many believe this. Both dementia and hearing loss are on the rise, and according to the World Health Organization:

- **An estimated 55 million-plus live with dementia**
- **About 10 million new cases of dementia develop annually**
- **Over 1.5 billion youth and adults have hearing loss**
- **Hearing loss may climb to over 2.5 billion by 2050**

Every week, we work with clients who have been living with untreated hearing loss and who have also struggled as they watched loved ones grapple with memory loss. **It doesn't have to be this way!** A proven way to prevent dementia and cognitive decline is to care for your hearing health. A recent investigation published in the U.K. medical journal, *The Lancet*, has found that hearing technology helped reduce the risk of cognitive decline **by nearly 50%**.

In the study, scientists sought to learn "whether a hearing intervention could reduce cognitive decline in cognitively healthy older adults with hearing loss." They found in part that the combined intervention of hearing aids and audiologic counseling delayed the deterioration of thinking and memory by 48% in those at greater risk of cognitive decline.

A separate study that was released earlier in the year, and included some of the same researchers, found that hearing aid use was associated with a 32% lower prevalence of dementia among older adults with moderate or severe hearing loss.

The report, published in *JAMA Network*, also noted a 61% higher prevalence of dementia in that population compared to their peers who had healthy hearing.

Various theories abound on exactly why hearing loss and cognitive decline are linked or how hearing aids may help stave off dementia, but the science isn't yet conclusive. Researchers have, however, determined that hearing loss is a potential **modifiable** risk factor for dementia, adding to the many benefits of optimizing your hearing health for overall wellness.

In non-scientific terms, the connection between improved hearing and reduced cognitive decline makes sense. The ability to hear decreases feelings of isolation and depression and fosters independence. Improved hearing capabilities also increase the likelihood of participation within social circles, keeping the brain active and engaged.

Regular hearing screenings are an important first step to better understanding your body and treatment options. Early detection allows you to make the best decisions for your body, and healthy hearing habits truly add up. Our team is happy to help you strategize and provide any resources you need to feel confident and empowered in your hearing health journey. The future you want at 60, 70, and 80 is possible! If you haven't had an update to your audiogram in over a year, call us today to schedule your free screening.



Chocolate Coffee Liqueur Cake

This rich, decadent cake is the perfect treat to cap off dinner with your sweetie this Valentine’s Day! The alcohol burns off completely during baking, so it’s safe for all ages to enjoy.

Ingredients:

- 1 cup of coffee liqueur (Kahlua™ is our favorite)
- 1/2 cup of vegetable oil
- 4 eggs
- 1 box of devil’s food cake mix
- 1 small box (3.4 oz) of instant vanilla pudding mix
- 1 cup (8 oz) of sour cream
- 2 Tbsp of confectioners’ (powdered) sugar for dusting

Tools:

Fluted cake pan and baking spray

Directions:

Preheat the oven to 350°F. Prepare your cake pan by spraying the inside completely with baking spray or grease and flour it. Mix all ingredients (except powdered sugar) until the batter looks glossy, about 2 minutes. Pour the batter evenly into the pan and bake for 1 hour. Once finished, let it cool, then flip over and remove from the pan. Once cooled completely, use a strainer to dust powdered sugar onto the top. It’s delicious served with vanilla ice cream or whipped cream and a cup of coffee!

Yield:

10 servings; Prep: 10 min; Total: 70 min



Hope for Tomorrow, Solutions Today.

One in four people may have ringing in the ears, always known as tinnitus. The symptoms can interfere with everyday life, but science is always working on new ways to fight back.

Recently, there have been exciting developments in tinnitus research, including:

1. University of California San Francisco researchers, hoping to create innovative treatments, are using advanced neuroimaging to better understand what drives the condition.
2. An interesting potential study by Power Life Sciences Inc. will explore reasons people with tinnitus do or don’t participate in clinical trials, possibly yielding insights that might aid future investigations.
3. A French study slated to finish in spring 2024 looks to further validate virtual reality immersion in significantly curbing subjective tinnitus symptoms, compared to standard care.

The number one step to managing tinnitus is to take a hearing test. These tests help uncover the cause of your tinnitus and provide insight into the best treatment options for your unique hearing needs. If you are interested in scheduling testing, contact our care team today!

Friends and Family Referral!

Gift this certificate to a friend or family member!

Present this certificate to receive a complimentary hearing consultation! If this consultation inspires you to move forward with better hearing, you can use this certificate toward your purchase of a two-device hearing system.

Cannot be combined with any other offers. Not valid on previous purchases. Valid on two-device system only. Must be 18 or over. Not eligible with TruHearing and like plans. Offer expires April 15, 2024.

RECIPIENT NAME _____

REFERRAL NAME _____

IN THE
AMOUNT OF
\$500

Comprehensive
EAR & HEARING
of Grand Haven 



Letter From Kristin

The new year always looms with the expectation of creating and accomplishing a series of big resolutions, often focused on self-improvement. We put extreme pressure on ourselves to make significant changes quickly and get caught up in an “all or nothing” mentality. I get it; I have been guilty of this myself!

Instead of setting extremely challenging resolutions, I love Arianna Huffington’s idea of “microsteps.” A microstep is an everyday change that is easy and repeatable. This process helps to break down overall goals and desires into manageable, achievable steps that build long-lasting habits and create a big impact over time.

This year, I am challenging my clients and the entire Lakeshore community to take microsteps to improve their hearing health. Hearing health goes hand-in-hand with cognitive health, heart health, emotional health, preventing falls, and so much more. Try incorporating some of these hearing best practices into your daily routine:

1. Turn down the volume in your car or headphones.
2. Eat healthy. A diet rich in whole grains, fruits, vegetables and lean proteins is linked to better hearing health.
3. Wear hearing protection. We give away free disposable earplugs at our office!
4. Give your ears a rest in loud situations by moving to a quieter area.
5. Take a yearly hearing assessment to see if anything with your hearing has changed.

Finally, remember that it is okay to recommit to your hearing goals as often as needed. Our team is ready with extra encouragement, strategies for hearing health, or to provide a better understanding of treatment options. We want our clients to be empowered to engage in the activities they love and live how they want. Cheers to a year of small steps and achievable growth!

Kristin Johnston, BA, BC-HIS, Owner



FREE HEARING AID REPAIR

Value up to \$220

Available for all makes and models. Valid for new hearing aid clients only. Coupon is required to receive this service. Cannot be exchanged for cash. Must be 18 or over. Offer expires April 15, 2024.

How can you take charge?

Staying sharp and engaged is easier than you think and starts with regular hearing screenings.

Whether your hearing seems to be changing or it's simply been a while since your last checkup, contact our knowledgeable team for a personalized evaluation today!

KRISTIN JOHNSTON | BA, BC-HIS | Owner



Client Appreciation

Our team loves to support local, especially organizations with a mission like Kenzie's Be Cafe. Their team serves delicious beverages and menu items and provides meaningful employment opportunities for individuals with intellectual and developmental disabilities. To learn more about Kenzie's, visit kenziesbecafe.org.

We encourage you to stop by and check them out, learn about their mission, and enjoy a cup of coffee or tea on us.



FREE CUP OF COFFEE OR TEA
Redeemable at Kenzie's Be Cafe
1103 Washington Avenue
Grand Haven, MI 49417
Present this coupon at the time of purchase.
Coupon expires June 30, 2024.

Free Hearing Assessments!

Love is blind, but it doesn't have to be hard of hearing.

Love is in the air, and so is clear communication! This month, we are offering free hearing assessments for you, your partner, or a friend. **Valid February 1st - 29th. Call to schedule your hearing test today!**



Your Experts in Hearing Care



CADAN KLEINHEKSEL
BS, BC-HIS | Clinical Director
Hearing Instrumental Specialist



KRISTIN JOHNSTON
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WE ACCEPT MOST HEALTH INSURANCES AND TRUHEARING
TruHearing is one of many discount plans we participate in. Call us to discuss your options. We will do the referral for you.