

## ***Don't let your hearing loss stop you from enjoying your life***

Almost **9 million people** (1 in 7) **suffer from hearing loss** in the UK (RNID, 2003), but only a few actually do something about it. Most will take up to 10 years before seeking help or taking any sort of action. During this time hearing may further deteriorate leading to a significant reduction in the quality of life. Are you one of those that suffer in silence?

### ***What is actually happening...?***

An untreated hearing loss not only **reduces your quality of life**, but it can also result in your **brain losing** its capacity to recognize everyday sounds and psychological issues may develop leading to social isolation.

A hearing loss may start with the feeling that people mumble; you can't hear your grandchildren as well or you have to increase the volume on your TV. You may start to notice that you no longer hear sounds like the doorbell or the telephone as loudly, the wind in the trees or birdsong. Furthermore, you may be avoiding parties because you find it difficult to understand speech in background noise or when other people are talking at the same time.

### ***Why miss important moments in your life?***

*"Before people would be talking to me and I wouldn't realize it until they were right in front of me. Now, I can hear people as they come up behind me with a greeting. I can hear the wind rustle in the trees or twigs dropping and I can even hear cars approaching without turning around. Now, I hear the little everyday sounds people take for granted, like water trickling".* (Lee Cook)

A hearing loss is a communication barrier that can affect both you and your family. Facing it can be overwhelming and stressful. The earlier you compensate for your hearing loss, the easier your life will be. Research (NCOA, 1999) has shown that hearing impaired people who do not seek help suffer more often from sadness, fear and anxiety, reduced social activity, emotional instability and insecurity.

The studies illustrated that the quality of life of most people with hearing loss significantly improved with the use of hearing instruments:

- Better relationships with family and friends
- More self confidence
- Better overall health
- More independence and safety

## ***YOU'RE NOT ALONE***

***When faced with a hearing loss  
Help is available from Cubex***

### ***You're not alone***

To support millions of hearing impaired and their loved ones, Cubex, independent hearing audiologist in London have designed a complete rehabilitation programme to respond directly to individual needs.

"For nearly half a century Cubex has helped thousands of people **achieve better hearing** and has provided vital support with their unique aftercare programme. They combine superior hearing healthcare with state of the art technology to tailor-make a complete solution that meets every clients' personal requirements" says Adam Shulberg, hearing aid audiologist and managing director.

With Cubex you will be offered:

- **Hearing solutions for life** – you are assured of the best advice, most appropriate technology and practical hearing solutions, based on your lifestyle and individual needs. *"Thanks for giving me the opportunity to try out this new technology - a very surreal experience... I think they will give me significant benefits once I have become accustomed to them".* (Jon Topp)
- **Excellent Listening and Communication Enhancement (LACE)** – an interactive software training programme to help you enhance your listening skills resulting in better communication in all situations. *"I attend lectures and used to panic when the lecturer turned away from the microphone. I used to say to myself "I'm not going to hear anything now". After LACE, I have learned to stop this and to keep focusing on what the lecturer is saying. I'm now much more attentive and my confidence has improved... I know I am hearing more than I was before the training".* (Adele Nicod)

- **Ongoing support and aftercare** – Cubex’s hearing aid specialists continuously monitor the level of your hearing, as well as the performance of your hearing system to make sure they meet your needs at all times and anticipate any future changes. *“Having someone who cares about you and your hearing difficulties is essential, but having the assurance that you are being cared for by independent specialists in hearing aid audiology is really what makes the difference.”*
- Wide variety of **hearing instruments** from world leading manufacturers are tailored to your specific hearing loss and personal needs to perfectly match your hearing loss and personal preferences
- **A dedicated team** of hearing aid audiologists will assess your needs, talk to you about any difficulties you might be experiencing and assist you in selecting an appropriate hearing system, always with your best interest in mind.

Cubex ensures you of a lifetime partnership that allows you to continue to live an active life without any compromise. With high-tech, elegant solutions and true-to-life sound quality your hearing will become effortless and enjoyable again no matter where you are.

*“The attention to detail and the individual needs made all the difference to me both personally and professionally. Cubex brought my career back to life”.* (Rod Franks)

***If your life is being affected by hearing loss...***

Don’t pretend it will go away, because it won’t and it may get worse! So **take action** now! If you suspect a hearing loss and would like to have your hearing tested, please contact us on **0333 123 2000** for your **Free Hearing Consultation** (when booking, please quote **DC02** as reference).