

PRESS RELEASE

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Untreated hearing loss could ruin your marriage

London, 10 February 2010

Being able to communicate with your loved one is an essential part of a happy and fulfilling marriage but with one in every seven people in the UK suffering from hearing loss many relationships may be in danger of breaking down due to communication problems, according to independent hearing aid specialists, Cubex.

“Communication allows you and your partner to convey your thoughts and emotions to each other – a very important aspect of a healthy marriage – but if you take away the ability to talk, hear and respond, the relationship may collapse,” warns Cubex Managing Director, Adam Shulberg.

He points out that if one (or both) partners have untreated hearing loss, communicating will become increasingly difficult and frustrating. Research has shown that hearing loss damages interpersonal and family relationships and may lead to emotional instability, low self-esteem and even depression.¹

A recently released British study proves that marriages are falling apart as a direct result of the breakdown in communication caused by unmanaged hearing loss. The survey of 1,500 people with hearing loss, aged over 55 showed that:

- 44% of people interviewed said that relationships with their partner, friends or family had suffered because they couldn't hear properly
- 34% had lost touch with friends and 69% said their hearing loss seriously hinders their ability to take part in everyday conversations with friends and family
- 52% of those surveyed felt left out and ignored in social situations
- 72% women were found to be more affected by social exclusion because of hearing loss than men

¹ * *The Hearing Review, Kochkin/Rogin*

“For most people with hearing loss, communication breakdowns are the primary concern. We must therefore think of hearing loss as a communication disorder as it affects both the listener and the person who is speaking. One should consider this communication disorder as a joint responsibility so that the hearing loss ceases to be seen as just my problem or her problem but our problem,” Adam Shulberg says.

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 eventually psychological issues may develop leading to social isolation. Therefore, it is imperative that a hearing loss is dealt with as quickly as possible.

“The longer you deprive your brain of sound, the more difficult it will be to achieve the best results. The brain is amazing, it has an ability to change and reorganise itself and the sooner you do something about it the better the chances of success. Remember, the first crucial step is to have a hearing test,” Mr Shulberg adds.

The Cubex Hearing Centre offers free hearing checks this month. Visit www.cubex.co.uk or phone 0207 935 5511 for further details.

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Notes to the Editors:

About Cubex:

For nearly half a century, Cubex have built strong and positive relationships with thousands of people with reduced hearing by helping them to achieve maximum benefit with their hearing devices and live their lives to the fullest. The team at Cubex make it their priority to take the time to understand the personal journey that each and every client undergoes when proceeding with hearing devices. Cubex combines superior hearing healthcare with state of the art technology to offer its clients a comprehensive range of services for all hearing needs, Inc: hearing aids, hearing protection and accessories).

For press and corporate communications enquiries, please contact:

Maddy Ilie

PR& Marketing Manager
25 New Cavendish Street
London, W1G 8LP
0207 935 5511
maddy@cubex.co.uk