

# Special Offers until 30th April 2004

## Sennheiser 810 TV Listener

This issue we are pleased to feature once again the wireless infrared **Sennheiser 810 TV listener**, simply a 'must have' if you experience difficulty following television or radio. (add £5.50 for P&P)



Normal Price £179.95  
Special Offer Price **£149.95**

## Telephone Amplifier

New to our special offers section is the Ameriphone portable telephone amplifier. It simply straps on to the ear-piece of your telephone and increases the volume by up to 15dB (decibels). Hearing aid telecoil compatible. Can be used on almost all domestic and payphones. (add £2.50 for P&P)



Normal Price £39.95  
Special Offer Price **£24.95**

## Shake Awake Alarm

The portable stylish ShakeAwake can be taken with you wherever you go. Sits neatly on your nightstand and has an extra loud alarm or clips onto your pillow for a bed-shaking experience! (add £2.50 for P&P)



Normal Price £24.95  
Special Offer Price **£19.95**



## Handy Hints

### What's the best way to use a telephone with hearing aids?

If you don't have a telecoil, position the handset directly over the hearing aid microphone. If you

experience feedback (whistling), tip the phone slightly away until it stops.

If you have a telecoil fitted to your hearing aid, switch it to the 'T' position and hold the phone over your hearing aid, remembering to switch it back to microphone mode after you finish the call.

## Competition Corner

Congratulations to the winner of our winter issue 'spot the difference' competition, I. Bush of London, who received a festive hamper.

## Shakespeare Quiz

Our thanks go to R. Walters of London for sending us this competition. He's already a winner and will receive a box of batteries.

From the following five **Shakespeare quotations**, name the **Play**, the **Act** and the **Scene**.

- 1 **lend me you ears**
- 2 **And kiss thy fair large ears**
- 3 **Had I three ears, I'd hear thee**
- 4 **let the sources of music, Creep in our ears**
- 5 **Think you a little din can daunt mine ears?**

Send or fax your answers to us or e-mail them to: richard@cubex.co.uk, by 31st March 2004.

The first correct entry drawn from the hat will receive a stylish **Sennheiser infrared TV listener (valued at £179.95)**. So don't delay, put on your thinking caps. Good luck!

## Gaia Vol. 2



Due to the tremendous response to Oticon's first issue of Gaia, we are delighted to make available to

you Gaia – Volume 2. This edition includes a refreshing selection of true lifestyle accounts and the very latest technology updates:

Attitude Matters • Working With Hearing Loss • The Five Senses Incredible Progress • Sports & Hearing Aids • The Hearing Counsellor • Good Communication Habits • A Self Hearing Test ...and much more.

**Please call or e-mail us if you would like a copy sent.**

## Hearing is a gift... to listen is a choice

If someone you care about has a hearing loss then this booklet is a must read. It is packed with useful information about what it means to lose your hearing, how it affects the way people behave and communicate. It also discusses what solutions are available to help you and your family communicate better. Included in the booklet is information on:

- Hearing loss and relationships
- The importance of good communication
- Managing a hearing loss
- Technology working for people
- Good arguments for better hearing



**Ask us for your FREE copy.**



SAVE up to £800 by upgrading your hearing aids (see Page 3 for details)



# Cubex Newsletter

## Spring 2004

## “Unblock your ears”

If you suffer from a mild hearing loss in the low tones, dropping quickly in the higher frequencies, then you may have a ‘ski-slope’ hearing loss.

At it's worst it can be totally debilitating and causes an inability to understand speech without lip reading or when any background noise is present. There may also be an intolerance to loud noise.

In a milder form it is one of the most common forms of hearing impairment but has until now been one of the most difficult to help, causing a lack of speech clarity and difficulties hearing in background noise.

What makes a “ski slope” hearing loss different? The use of a conventional hearing device may actually reduce natural hearing and cause a blocked sensation, often referred to as occlusion.

Kevin writes:

“If you have a hearing aid it is necessary in nearly all cases to have something in your ear.

This is fine if there is a significant hearing loss in the low tones, however, it is a real problem if the low frequency hearing is still pretty good and just the higher frequencies need help”



### You Are Invited...



## Don't miss our Ski-Slope Open Day on Thursday 6th May 2004

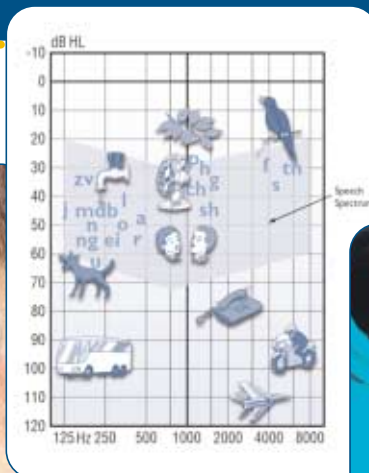
from 10.00am to 6.00pm

**RetroX**

**ReSound AIR™**

Sponsored by Gyrus International and Resound

- Hear sound as you've never heard before – through 'open' ears
- Meet the people who make Air and RetroX
- Make terrific savings with our Open day special offers – save £££
- Quality 'thank you' gift when you attend



### Contributory factors may include:

- Presbycusis (diminishing hearing with age)
- Exposure to excessive noise for long periods or sudden loud sound
- Anoxia (lack of oxygen at birth)
- Viral infections
- Genetic defects
- Ototoxicity

Many hearing aid users and non users do not consider themselves “deaf” as they are able to “hear” without hearing aids. Speech is complex and, as can be seen on the graph on page 1, is made up of many different frequencies, therefore one is often able to hear but not clearly, as many important parts of speech are inaudible.

People are also well aware of the stigma attached to wearing aids and the “negative feel” they often experience, when wearing an aid for the first time, particularly in social situations. This deters many ‘would be’ users from enjoying improved hearing. Some will start to become withdrawn and it is often the family that become desperate and try to “force” a situation.



ReSound *Air*™



**Resound**, a long-established American hearing aid manufacturer has developed **Air**, a tiny lightweight digital processor that sits unobtrusively on the back of the ear and is easy to use.

An ‘invisible’ tube follows the contour of the ear into the canal where an open tip is inserted. This keeps the ear

canal open, allowing the residual (natural) hearing and the processed high frequencies sounds to compliment each other without that ‘blocked-up’ feeling.

- Outstanding, discreet design
- Virtually invisible
- Exceptional listening comfort
- So light you’ll forget you’re wearing it
- Use the phone like anyone else
- Quick, easy and cost effective

## “But hearing aids do not help...”

It sometimes takes a lot of courage to wear hearing aids and if the first experience is negative then a lot of damage can be done and confidence is lost. The truth is they do help but sometimes the “blocked up” sensation and unnatural sound can be distressing.

## What’s the solution..? Unblock your ears!

Hearing aid technology has advanced tremendously over the past few years and as a regular reader of this newsletter you will know that Cubex always embraces new technology.

On this page we look at two brand new solutions to high frequency hearing loss, which also offer ultimate in discretion.

Both **Resound Air** and **RetroX** are fully digital and programmed to the individuals hearing

requirements and are immune to the dreaded ‘whistling’ often associated with older and less advanced hearing systems, thanks to built-in feedback cancelling.

For more details contact us at the usual address or via our website: [www.cubex.co.uk](http://www.cubex.co.uk) or come along to our Open Day on **Thursday 6th May**.

A really exciting solution for ‘ski-slope’ loss is **RetroX**, by **Gyrus**, world leader in surgical

equipment supply. **RetroX** also allows the ear canal to be totally open and does not require anything inside the ear at all! The tiny digital processor clips behind the ear.

It is extremely small and discreet and has the additional benefit of no visible external parts other than the tiny processor itself. It is not even visible inside the ear canal.

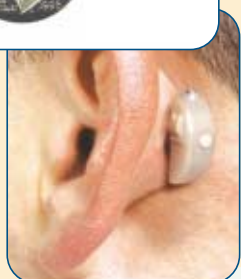
There is a short, simple surgical procedure involved and Cubex will refer you to an Ear, Nose and Throat specialist. A small titanium sound tube is inserted through the back of the pinna and into the inside of the canal wall. This is done under local anaesthetic and takes about 15 minutes.

Cubex are able to offer the complete “package” and will be pleased to arrange an introduction to one of the leading ENT specialists in this field.

- Hear the sounds you are missing and understand better
- Comfortably supplements your natural hearing without blocking your ear canal
- No visible tubes
- Hear your own voice naturally
- No heat or moisture build-up in your ear
- No discomfort from an ear mould



**RetroX**



# Upgrade **NOW!**

## Phonak Claro Wearers - Save up to £800!

If you use Phonak Claro hearing aids, then this article will interest you.

Claro wearers will appreciate the benefits of better hearing, especially in background noise, with its excellent directional twin-microphone system on certain models.

Last year, however, Phonak took the hearing aid industry by storm with the launch of the significantly improved **Perseo**.

**Perseo** adopts a unique personalised strategy to automatically deliver superior listening in both quiet and loud situations as successfully demonstrated at our Perseo Open Days last September.



If you haven't yet heard the phenomenal sound of **Perseo**, don't delay in making an appointment to come in and hear the difference for yourself.

**Until the end of June 2004** we are offering you the opportunity to upgrade to Perseo with a £400 discount on **each** Claro hearing aid.

## ReSound Enhancer Wearers - Save up to £400!

ReSound Enhancer wearers can also benefit from upgrading to the more discreet and powerful **ReSound Air**.

Suitable for mild to moderate high frequency hearing loss, **Air** offers digitally improved sound quality and reliability over its predecessor and does not block the ear canal. (See article on page 2.)

**Until the end of June 2004** we are offering you the opportunity to upgrade to **Air** with a £200 discount on **each** Enhancer hearing aid.

**Please call Linda to arrange an appointment today.**

## Do you have a friend **who...?**

- complains people are mumbling
- has difficulty hearing distant speech
- watches a speaker's lips intently
- has difficulty following a conversation in meetings, at church, or in theatres/cinemas
- struggles to hear in a restaurant or car
- withdraws from social activities

If the answer is **'yes'** to one or more of these situations, then it's time for them to have a hearing check.

Remember, if you tell a friend about Cubex and they visit us for a **non-obligatory** hearing test we will send you a quality gift as a 'thank you'.

Furthermore, if your friend subsequently proceeds with purchasing a hearing system we will also send you a £25.00 Marks & Spencer voucher.



the hearing advisory service

## Hearing Advisory Service

The Hearing Advisory Service is a confidential advice and information service for those with concerns about their hearing.

The phone line is manned by trained hearing aid audiologists who can offer guidance on areas such as:

- signs of hearing impairment
- what to do if you think you or your family need a hearing assessment
- what types of hearing aid systems are available and the most common types of hearing loss
- how to obtain up to date sources of information and practical advice on the prevention of hearing loss

The service aims to provide basic information on the most appropriate course of action to take. A series of fact sheets relevant to the nature of the enquiry are available.

If your call cannot be taken, you can leave your name and telephone number and a trained hearing aid audiologist will call you back within 24 hours.

**If you or a friend have concerns about your hearing call 0800 328 4778 or log on to the website at [www.hearingadvisory.co.uk](http://www.hearingadvisory.co.uk).**

**Please note this service is intended for use by Hearing Advisory Service enquirers only.**