

HEAR THIS!

Boomers And Hearing Loss

(NAPSA)—Baby boomers represent a substantial portion of the 28 million Americans with hearing loss. A growing number have noise-induced hearing loss (NIHL) from the loud music of their youth.



Scientists at the House Ear Institute (HEI) are working to advance the technology of hearing aids and tests so hearing loss can be addressed before it causes isolation and impacts quality of life. Tests include the Hearing in Noise Test (HINT) of functional hearing in noisy conditions—one of the most common complaints of individuals who lose hearing to age and the effects of noise. A free, user-friendly version of HINT is on the Web at www.hei.org.

Many hearing aids are virtually undetectable, designed to fit entirely in the ear. They're increasingly popular with people who are self-conscious about their hearing loss.

For more information, visit www.hei.org, call (213) 483-4431, or write HEI, 2100 West Third Street, Los Angeles, CA 90057.