



HOW **NOISE** AFFECTS YOUR HEARING

Sound is all around, and sometimes sound becomes noise.

Some people are more sensitive to sound than others, so the limit for when sound becomes noise varies. But we can all agree that noise is the sound we don't really want. As for your hearing, loud noises could cause a hearing loss.

For people who already have a hearing loss, noise is often a real problem, because they have a limited ability to understand speech in noisy surroundings. The challenge is that some hearing aids not only amplify speech but also background noise. That makes hearing clearly in noisy situations very difficult for the hearing aid user.



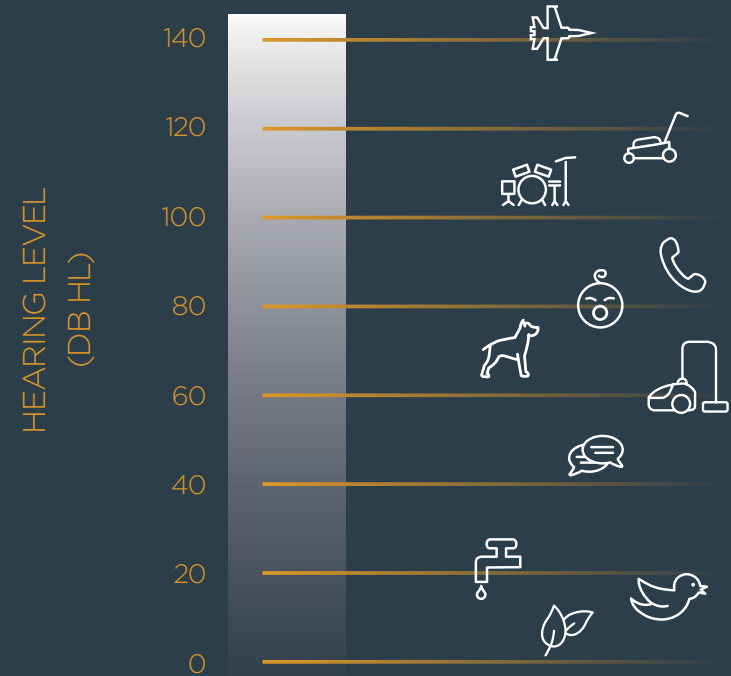
WIDEX[®]

WHEN SOUND BECOMES **NOISE**

Every day we're exposed to all kinds of sounds at work, at sports games, at social events and so on.

But the things we enjoy doing can quickly become noise, like listening to the radio, podcasts or music on your phone. If you listen to these things for a long time at a high volume, this too becomes noise. So does traffic.

Many things that you might not consciously recognise as noise contribute to your daily intake of potentially harmful noise.



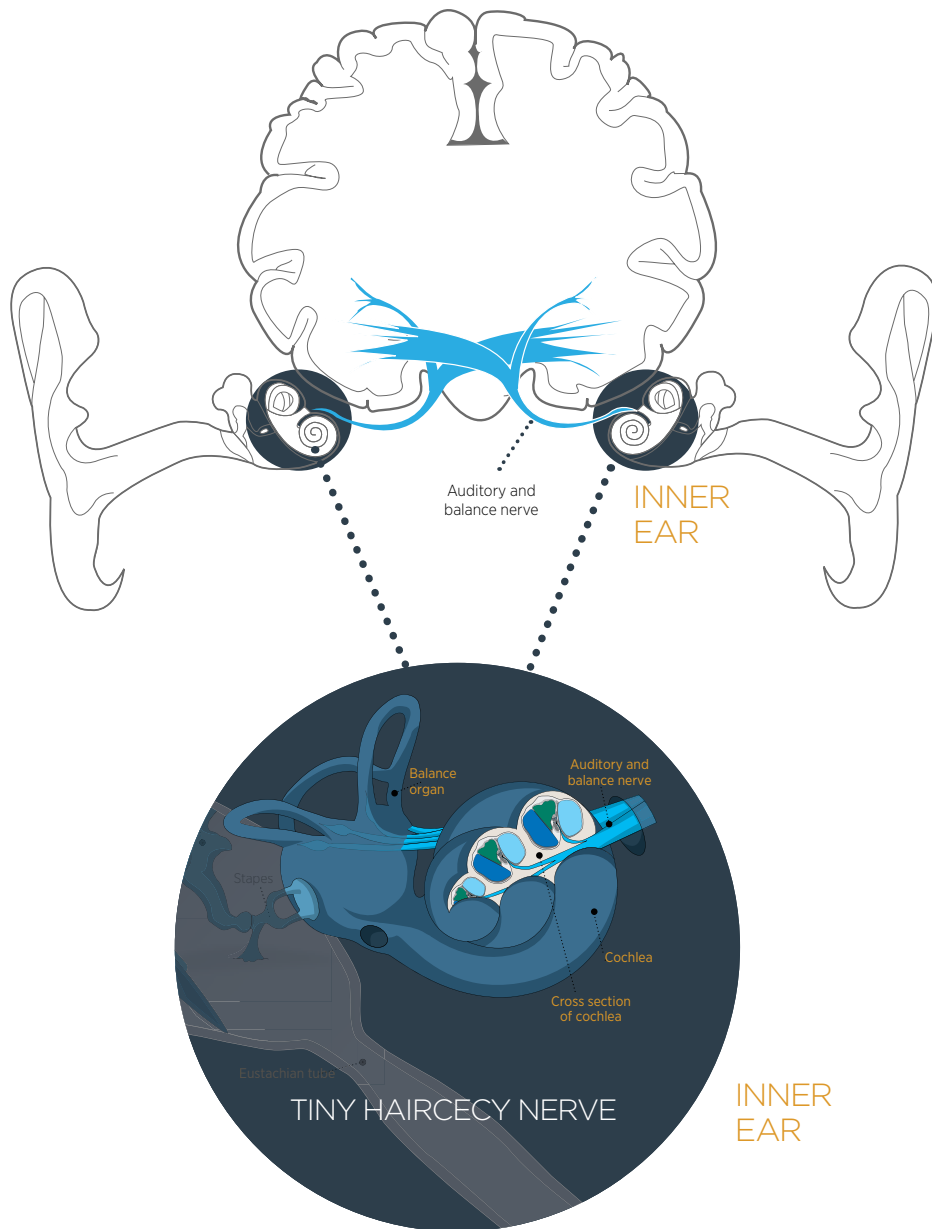
THE LIMITS FOR WHEN SOUND BECOMES **NOISE**

Most countries have introduced regul of the noise and for how long you're exposed to it. The higher the noise intensity, the shorter the time you're allowed to work within that noise.

Meanwhile, listening to a very loud concert at levels of 110 dB puts you at risk of a permanent hearing impairment - even after just a few minutes.



IMPULSES FROM THE EAR TO THE THE BRAIN



HOW **NOISE** DAMAGES YOUR HEARING

The ear is a complex organ and its delicate parts can be damaged by the impact of loud sound.

The inner ear is furnished with sensory cells that convert sound into nerve impulses. These are the impulses that the brain understands.

If the sound is much too loud for the sensory cells, they can be damaged – or even destroyed. The problem is that the sensory cells can't heal or regenerate. So if they're damaged, it's not unlikely that you'll get a permanent hearing loss.

HOW TO **AVOID** HEARING DAMAGE

The best thing you can do for your hearing is to avoid excessive noise. Here are a few tips,



TIP #2:

Listen to your own ears. If loud sounds feel uncomfortable or downright painful, your ears are probably telling you that the sound can be damaging.



TIP #4:

Wear hearing protection in very noisy environments. Earplugs are handy. They're discreet and cheap, but can make a world of difference to keeping your hearing intact..

TIP #1:

Be aware of potential sources of noise around you, and strive for a healthier sound environment.



TIP #3:

Be extra careful when you suspect that the ear's own ability to tell you about harmful noise levels is compromised. Like when you're drinking alcohol.



WHEN THE **DAMAGE** IS DONE

Our sense of hearing is an essential part of communication and of our social wellbeing.

When your ability to hear begins to falter, take action immediately. That way you can remedy and prevent further damage – for a better quality of life.

A few symptoms of hearing problems can be treated medically or surgically, but hearing aids are the best solution for noise-induced hearing loss. Hearing loss is very individual, but thankfully there are many hearing aid options available.



Do you suspect that your hearing has been damaged?

Take a free online hearing test from the comforts of your own home

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Find your local hearing care professional

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At Widex we know that hearing loss is complicated. Every case is individual, every solution unique. That's why we continuously search for the most natural and personalized solution for each individual hearing loss.