



## Now Hear This!!





Presented by  
**Kim Keller**  
"Your Hearing Is Our Concern"

### THE BOOM IN HEARING LOSS

**Kim Keller, NBC-HIS**

Baby Boomers (the generation born immediately after World War II) are quite used to being ahead of the curve when it comes to trends. However, Boomers' propensity for listening to loud music nearly all their lives has put their generation at the forefront of a hearing loss wave. According to the Better Hearing Institute, about 1 in 6 Boomers suffers from hearing loss, and the American Association of Retired People reports that there are more individuals between the ages of 45 and 64 years with hearing loss (10 million) than there are people over age 65 with hearing loss (9 million). If you are a Baby Boomer, you should give some serious thought to having your hearing tested.

Your ability to hear is as unique as your fingerprints. Noisy environments, age, heredity, medical conditions

and childhood and adult illnesses can combine to produce different types of hearing losses in different people. When you need help with your hearing, we hope you'll turn to the services of a Board Certified Hearing Instrument Specialist at **K & K HEARING ASSOCIATES, LLC**, the hearing specialist most qualified to offer complete hearing health-care services. We'll find the hearing instrument best suited to your hearing abilities. Call us at **717-243-4441** & toll-free **1-866-851-0369** to arrange a comprehensive hearing test at **1 Valley Street, Suite 105, Carlisle, PA. (Off Trindle Rd.)** Don't buy a hearing aid until you see what we have to offer.

**P.S.** The good news for Baby Boomers is that they stand on the brink of a hearing instrument revolution, in which negative perceptions are being erased and new technologies are being embraced.

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