



## WIDEX BEYOND™ Your hearing in your hands

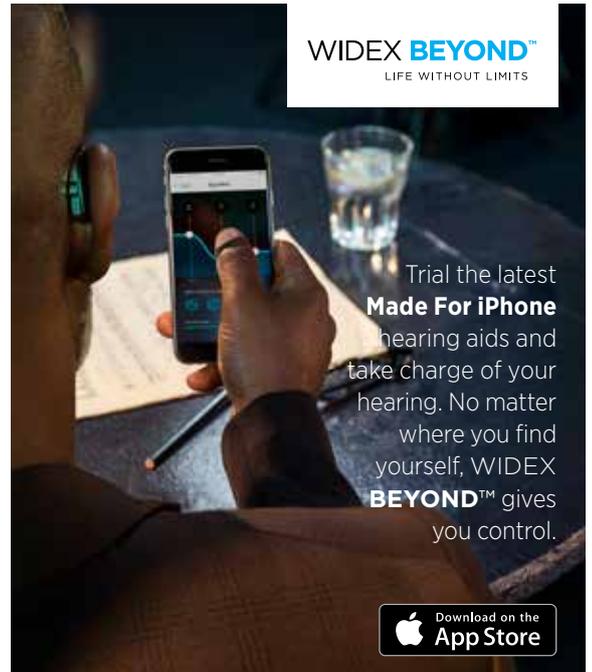
The latest Made for iPhone hearing aid from Widex provides the best sound streaming quality in the industry. Stream phone calls and music directly from your iPhone to your WIDEX BEYOND™ hearing aids – no remote control required.

To further enhance the user experience, an easy to use, customisable WIDEX BEYOND™ App is available for both iPhone and Android mobile phones. Providing more control over your listening environment, the App allows users to control volume, base, treble, create personal listening programs and even find your BEYOND™ hearing aids if they are lost.

Another highlight of WIDEX BEYOND™ is that it has the lowest power consumption of any Made for iPhone hearing aid, thanks to new Power Saver Plus technology specifically designed for streaming. This means batteries need to be changed less frequently.

To trial the latest WIDEX BEYOND™ hearing aids contact us for an appointment today.

Apple and the Apple logo are Trademarks of Apple Inc., registered in the US and other countries. App store is a service mark of Apple Inc.



*"Cochlear implants have been part of the full suite of hearing care for more than 30 years. Our hearing implant expertise means that our patients will always remain under the care of our practice. That's important to us, our clients and our reputation"*



## Why choose Hearing Innovations?

A clear pathway to better hearing. Easier, Earlier, Locally, Lifelong.

We are members of **Independent Audiologists Australia** and of **Hearing Implants Australia** ensuring the right technology for hearing loss – ensuring the best patient outcome.

• Patients with hearing loss need to be under the continued care of a local qualified hearing professional for all their hearing aid and implant needs.

- General practitioners need a network of hearing professionals to whom they can refer patients, knowing they will access the full suite of hearing solutions.
- We offer patients continuity of care even when they transition from a hearing aid to a cochlear implant.

**This simply means the completely independent, comprehensive hearing care for patients.**



Vincent Van Gogh is said to have cut off his ear during an excruciating bout of tinnitus. 'Van Gogh and the Seasons' has been showing at the National Gallery of Victoria.

## What is Tinnitus?

Tinnitus is the perception of sounds or noise within the ears with no external sound source.

These sounds are often described as ringing, humming or buzzing noises and they can be constant or periodic.

### What can cause Tinnitus?

Tinnitus can be triggered by a variety of causes, but is commonly linked to exposure to loud sounds, which can damage the delicate sensory cells of the inner ear.

### How can I manage tinnitus?

If you suspect that you may suffer from tinnitus, your first step is to undergo a professional evaluation by our audiologists.

### How does sound help?

A highly original hearing aid feature that has been shown in a clinical study to be a promising tool for tinnitus relief is known as Zen.

### What is Zen?

**The patented Zen program is available exclusively in Widex hearing aids.**

Zen plays random, chime-like tones that can be used for relaxation and for making tinnitus less noticeable. With stress named as one of the most common factors involved with tinnitus, relaxation and stress reduction are vital elements in effective tinnitus management.



Your hearing is fragile. Noise destroys.

# HEARING awareness WEEK



Hearing Awareness Week from 21 August

Hearing Innovations would like to offer new patients a **complimentary hearing test** during Hearing Awareness Week August 21 – 25. Please offer this to your friends and family.

[www.hearingawarenessweek.org.au](http://www.hearingawarenessweek.org.au)

## Baby Driver

Tinnitus comes to the movies

*Baby Driver* is the newly released film depicting a young getaway driver who is partially hearing impaired and experiences severe tinnitus following a car crash. He controls the constant sharp ringing in his ears with music. Film critic, David Stratton, gives it 4 out of 5 stars.



With one hundred thousand Australians getting a new hearing aid each year, Mark Sutton, from the ABC television program, The Checkout discovered some hearing clinics may be more like sales centres than medical practices. You can view the segment on our website [www.hearinginnovations.com.au](http://www.hearinginnovations.com.au). The Checkout has captured the distinction between profession and industry very clearly.