



feel good
together⁺

Help with hearing

Let's hear together



We understand that your hearing is a really important part of your life, yet it's something that many people take for granted. But looking after your hearing by having regular check-ups – in the same way you do for your eyes and your teeth – can help you keep your hearing healthy throughout your life.

Our skilled hearingcare experts are on hand with free help and advice to guide you through your options if you need support with your hearing. Our range of digital hearing aids and accessories is the widest on the high street, helping you to find the right product for you at the right price.

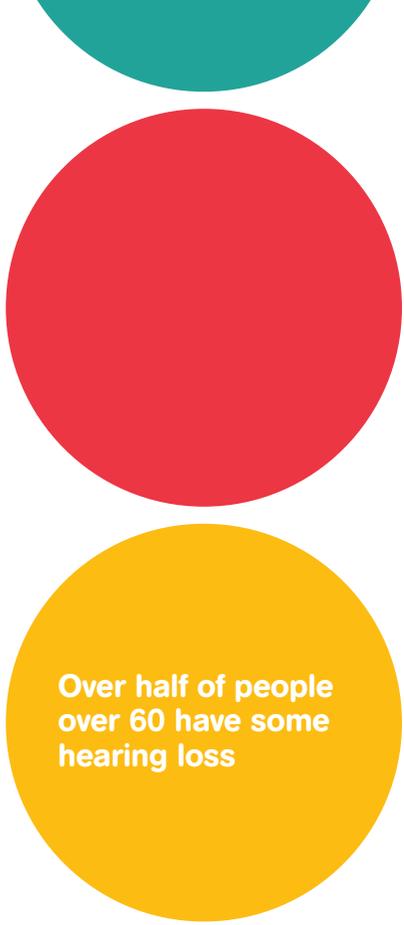
We're in more than 300 Boots and Boots Opticians nationwide. To find your nearest location call our Customer Care team on **0845 071 1271** or visit **bootshearingcare.com**

What can cause hearing problems?

If you're not hearing well, it may be something as simple as a build up of wax or an obstruction in your ear. If your hearing is deteriorating there are lots of possible causes, and for most people it's age related. More than nine million people in the UK have hearing problems, with over half the over-60s population having some degree of hearing loss.

If you have an age related loss of hearing it's not something you'll notice overnight. Gradual wear and tear (known as presbycusis) occurs over many years, so regular check-ups can help pick up problems early on.

Medications, illness and regular exposure to loud noises are other causes of hearing loss. So while age is a major factor, you can experience hearing loss at any age – another good reason to get your hearing tested regularly.

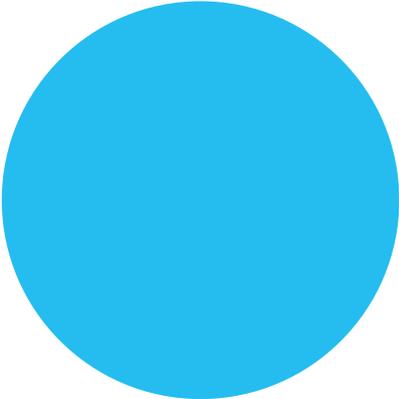


Over half of people over 60 have some hearing loss

When do I need a hearing test?

At Boots Hearingcare, we want you to hear and feel as well as possible, so all our hearing tests are free. If any of the following apply to you, you'll probably benefit from a hearing test:

- You're over 60 and have never had a hearing test
- It's been more than two years since your last hearing test. If you wear a hearing aid it's still important to have regular checks
- You think you're not hearing as well as you used to. Hearing loss is gradual, but if you (or friends or family) notice any symptoms it's time for a test
- You struggle to hear when you're on the phone, even if the room is quiet
- You try to guess words you didn't hear in a conversation
- Friends and family point out you have the volume set too high on the television or radio
- It seems as if people are mumbling all the time
- You're constantly asking people to repeat themselves
- You can't keep up in conversations, especially when there's a lot of background noise
- You have to concentrate extra hard in group conversations



All our hearing tests
are completely free

What happens in a hearing test?

We offer two types of tests.

1. **A hearing health check** lasts about 15 minutes and is ideal if you've never had a hearing test before, or aren't too concerned about your hearing.
2. **A more in-depth hearing test** is better if you've had a hearing check, have concerns about your hearing or wear a hearing aid.

Both tests are carried out by a hearing aid audiologist who will:

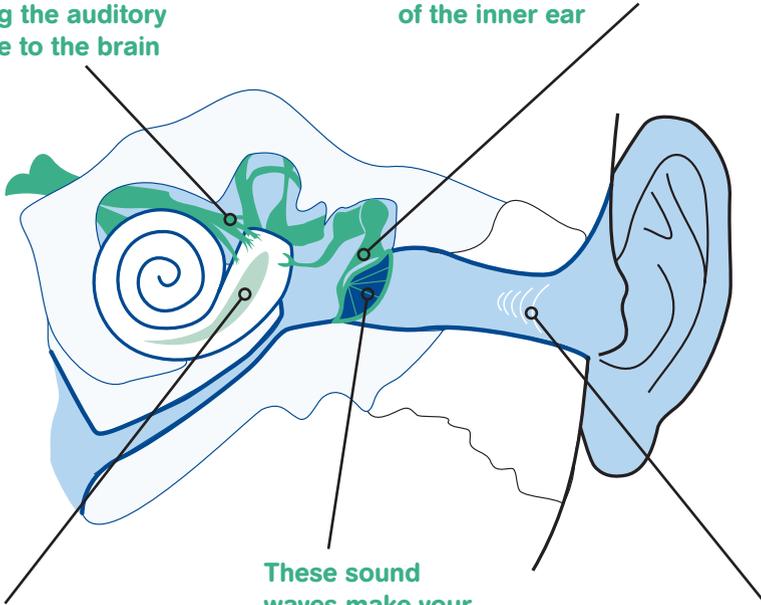
- Find out if there are any times you struggle to hear clearly
- Examine the general health of your ears, checking for wax build up or obstructions
- Measure your overall hearing using a range of sound frequencies, pitches and volumes
- Work with you to find the right treatment if you need any

You'll always be referred to your GP if we discover any medical conditions.

How does my ear work?

These hair cells send electrical impulses along the auditory nerve to the brain

The three bones of your middle ear (the hammer, the anvil and the stirrup) transmit and amplify the vibrations to the oval window of the inner ear



Fluid in your inner ear stimulates special nerve endings called hair cells

These sound waves make your ear drum vibrate

Your outer ear collects sound vibrations and funnels them through your ear canal to your ear drum

So, what goes wrong?

There are two types of hearing loss.

Sensorineural hearing loss is the more common type and is caused by deterioration of the sensory hair cells in your inner ear. It's often a result of ageing, infections, genetics, head trauma or exposure to loud noise. If you suffer from this type of hearing loss, a hearing aid can really help.

Conductive hearing loss is where sound doesn't move properly through your eardrum, ear canal or three bones of your inner ear. This can be caused by earwax, a punctured eardrum, fluid in your ear, a genetic defect or an infection.

Try our free online hearing test at [bootshearingcare.com](https://www.bootshearingcare.com)

How can a hearing aid help me?

If you're experiencing problems, a hearing aid can help you hear more clearly. These small, electronic devices come in many shapes and sizes which you can wear in or on your ear. They all work in similar ways:

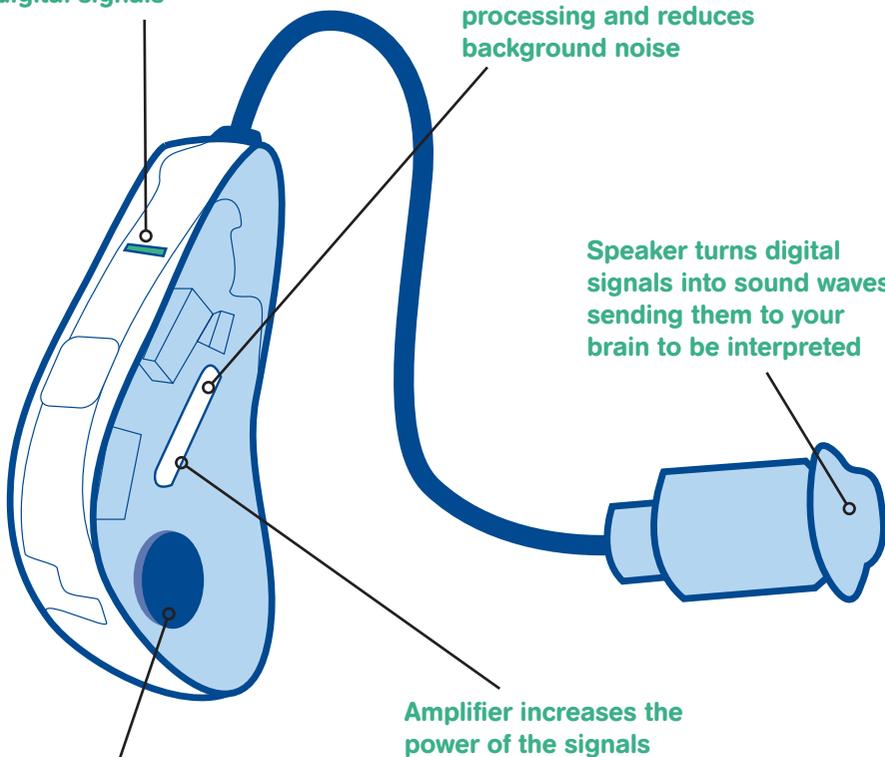
Microphone converts incoming sounds into digital signals

Microchip improves sounds processing and reduces background noise

Speaker turns digital signals into sound waves, sending them to your brain to be interpreted

Battery powers the hearing aid

Amplifier increases the power of the signals before sending them to the speaker



Why is a digital hearing aid best?

Most things are digital these days and hearing aids are no exception. Although analogue hearing aids are available, they amplify all sounds including background noise. All our hearing aids are digital because they give you much clearer sound quality and can be tailored to your individual needs. If you buy a hearing aid from us and find the same product selling for less we'll match the price.* Plus, all our hearing aids come with a 60-day no-quibble money back guarantee.

What will my hearing aid look like?

All our digital hearing aids are discreet and comfortable and come in a wide range of styles, sizes and colours to suit your individual needs:

- **Invisible in the canal**

Our most discreet hearing aid yet and truly is invisible when worn.



- **Completely in the canal**

The smallest and least visible style created from a mould of your ear



- **In the canal**

Customised with the potential for a greater range of features



- **In the ear**

Larger and more noticeable but with a longer battery life



- **On the ear**

Fits discreetly behind your ear, helping as much natural sound to enter as possible



- **Behind the ear**

Fits comfortably behind the ear and attaches to a custom-made ear mould

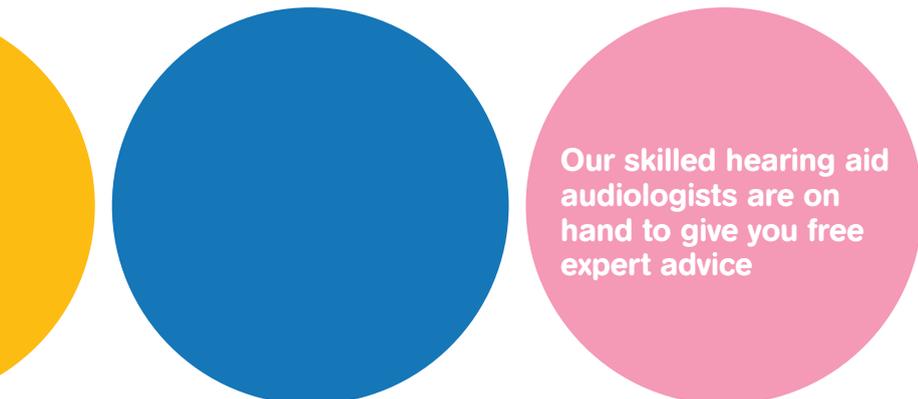


We've the widest range of hearing aids on the high street

*Within 10 miles of your nearest Boots Hearingcare Centre. Let us know within 14 days. Simply supply a written quote for the same aid and equivalent service. Prices are not guaranteed against online hearing aid purchases since these prices do not reflect the full range of inclusive services provided by Boots hearingcare.

How do I choose which hearing aid is right?

It's mostly down to personal preference. Think about which features are important to you, whether you want something inside your ear or prefer an on-the-ear style, and whether you need a hearing aid with automatic adjustment settings. If your hearing aid audiologist finds you have hearing loss in both ears, they'll discuss with you whether you need one or two hearing aids.



Our skilled hearing aid audiologists are on hand to give you free expert advice

What features can I consider?

Modern technology means that a range of features are now available to make using your hearing aid easy and comfortable. Some of the main ones are:

Channels. The more channels your hearing aid has, the more finely it can be tuned for natural and effective hearing.

Programmes. Your hearing aid audiologist will set these for you according to your lifestyle. For example, if you're a regular theatregoer, they may set a 'theatre programme' to help you hear the actors on stage. That's why it's important to tell your audiologist as much as possible about your lifestyle.

Background noise reduction. This helps you to focus on important sounds, reducing the distraction of background noises.

Directionality/directional microphones. Prioritise sounds from a certain direction and suppress noises from other directions.

Telecoil/T-coil. These allow certain audio sources to connect directly to your hearing aids. These include telephones, FM systems (with neck loops) and induction loop systems. Loop systems are often found in public buildings like theatres.

Wind noise reduction. If you spend a lot of time outside, this is a really useful function as it automatically senses wind conditions and suppresses the noise they produce.

Echo reduction. Large halls or rooms with uncarpeted floors can create echoes, so this feature helps you to experience normal sounds in these environments.

Music settings. Enjoy listening to music using this setting to bring out rich, full tones of melodies.

Remote control. Helps you alter the settings of your hearing aid, such as the volume.

Soundflow. This unique programme adapts seamlessly to every new listening environment and is available in three levels: Soundflow Standard, Advanced and Premium.

Bluetooth Connectivity. Allows you to connect wirelessly to audio devices such as your TV, mobile phone or cordless headphones.

Zoom control. Choose which direction to focus your hearing – particularly useful if you aren't facing the person you're listening to.

Duophone. Makes using the telephone much easier. As you hold the phone close to your ear you'll hear the signal in both ears, with clear speech and reduced background noise.

Which Boots hearing aid is right for you?

Here's a quick guide to what's available across our product ranges:

Features	Good	Better	Best
Channels	Up to 6	Up to 8	Up to 20
Programmes	Up to 4	Up to 4	Up to 5
Noise Reduction	Standard	Standard	Advanced
Volume Control	Standard	Standard	Automatic
Directionality	Fixed	Adaptive	Automatic
AntiShock	•	•	•
Feedback Management	•	•	•
Telecoil	•	•	•
Wind Noise Manager	•	•	•
Data Logging		•	•
Echo Reduction		•	•
Self Learning		•	•
Music Settings		•	•
Remote Controls		Optional at extra cost	•
Soundflow			•
Bluetooth			•
Sound Recover			•
Zoom Control			•
DuoPhone			•
Quick Sync			•
Sound Relax			•
Lifetime of Aftercare	•	•	•
Money-back period	60 Days	60 Days	60 Days

What happens next?

Once you've had your hearing test and discovered if you need support with your hearing, we offer you a flexible programme of aftercare to make sure we're looking after you properly. We can arrange annual or six monthly check-ups, or you can contact us when you'd like an appointment. All our appointments are free, and we're always on hand to offer support if you need advice or technical help.

If you've been fitted with a hearing aid, it's important to come for follow-up appointments so we can check everything's working as it should be and that you're happy with your hearing aid. We usually recommend you see us every six months.

Hearing loss can be very gradual and changes over time. We usually recommend a full hearing test every two years.

Our Priority Club

Boots Hearingcare Priority Club is free to join, and you'll make great savings on accessories, including half-price batteries. To find out more and for terms and conditions visit [bootshearingcare.com](https://www.bootshearingcare.com)

What should I do now?

If you're concerned about your hearing, would like to book a test, or just want some more information (including your nearest location) please visit us in store, call our Customer Care team on **0845 071 1271**, or visit [bootshearingcare.com](https://www.bootshearingcare.com)



We know how important your aftercare is, so all your appointments are free



BootsWebMD.com

Let's get health information
we can trust

Go online to **BootsWebMD.com** to access lots of useful information about a wide range of healthcare and wellness topics, plus you can sign up to free e-newsletters.

With content reviewed by doctors and healthcare professionals, you can be certain of getting trustworthy health news, features and tools.



You and Boots. Let's feel good together.

Our fully trained staff are on hand in store to give you advice and help. Or you can contact our Customer Care Helpline on **0845 071 1271** (local rate, calls may be recorded for training purposes) between the hours of 8.30am and 6pm Monday to Thursday, 8.30am to 5.30pm Friday and 9am to 2pm Saturday.

Products may be available in selected larger stores only and may be subject to stock availability.

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