



kirsty gerlach

HEARING

caring for your hearing

newsletter SPRING 2011

The anti-aging effect of hearing aids!

Researchers at the Perelman School of Medicine at the University of Pennsylvania have found a link between hearing loss and a decline in brain function. They looked at the effect of hearing loss on the auditory areas of the brain. Their findings confirm what has long been suspected, that hearing loss accelerates the atrophy of gray matter and results in lessened ability to process (understand) speech. The conclusion? Addressing your hearing loss with appropriate hearing aids actually can help your brain perform at its best!

Mind you, I don't think that information brings insight to the following story:

Ruth had noticed that her 60-year-old father seemed to be losing his hearing, so she mentioned it to her mother. "Things haven't changed that much," she said. "Only difference is, before, he didn't listen. Now, he can't."

Passive smoking and hearing loss:

For those grandparents who care about the hearing of their grandchildren, you should know that children who are exposed to second-hand smoke are at risk of developing a variety of health problems. Among the common ailments caused by second-hand smoke are respiratory infections and behavioural difficulties, as well as ear infections which can cause hearing loss. Babies whose mothers were exposed to second-hand smoke in pregnancy, are at a greater risk of low birth weight. So spread the word that smoking should never happen around children.

One-2-One

Kirsty Gerlach Hearing sponsors a charitable organisation in Cambodia, called One-2-One. This organisation was founded by Kirsty's brother, a paediatric dentist from Auckland DHB and the first dentist into Cambodia after the genocide of the 1970's. One-2-One does a remarkable work of providing dental and medical care to the most vulnerable and destitute in Cambodia, as well as sponsoring talented students to advance their studies and much more. Read more of this unique and exciting work on www.one2onecharitabletrust.org. The need is always there for qualified volunteers and for funding, so if you feel the tug on your heart or your wallet, just give Kirsty a call!



news from

KIRSTY GERLACH HEARING

Christmas Closure

Closing 5pm Thursday Dec 22nd and re-opening 9am Monday Jan 9th, 2012.

Staff Changes

Jenny is taking maternity leave until February. We wish Jenny and baby well!

Drop In Service

Drop in clinics are open on **Tuesday and Friday 9-10am** for cleaning and checking hearing aids. Do take advantage of this free service.

Be aware that wearing hearing aids usually causes ear wax to build up in the ear canal. Typically a visit to the Ear Nurse every 6 months is advisable. Before you see us for a hearing test it is also a good idea to have your ears cleaned.

news from

THE MARKET PLACE

Water resistant hearing aids are the newest products to make a noise about. The Siemens Aquaris and the Phonak H²O models boast exciting water resistance that should easily cope with our inclement weather. The Aquaris even allows the user to swim! This is unheard of in hearing aids –perhaps all hearing aid developers hail from sunny parts of the world? These hearing aids are also resistant to dust and sweat. So, if you are someone who has been affected by these problems (and paid the price for repairs) please speak to us about these new products.





Contemplations from Kirsty's desk:

When you live in a place with WEATHER you certainly look forward to the warm and long days of summer. I remember watching weather forecasts from our many years in Southern California – the weatherman had to resort to comical antics to keep one's attention, as sun and smog seemed to be the repetitive topic. But in Rotorua we have the luxury of perhaps 4 weather patterns in one day!

Which leads me to mention our delight that the hearing aid manufacturers are at last responding to the outcry for water protection in hearing aids. Whether it is the farmer stuck out in the rain all day, the fisherman hoping to hear that “plop” in the water, the mountain biker straining to hear the wheels racing up behind him, or just the shopper making a dash across the supermarket parking lot ... being unable to use your hearing aids in wet conditions can be a real handicap. Let us know if these new products interest you.



With great pride comes the announcement that we celebrate our 6th BIRTHDAY this month. Do stop by during the week of Nov 28th as we will have some tasty treats to offer you. We would be nowhere without you! We want you to know that each and every one of our clients is appreciated and welcomed.

news from THE MARKET PLACE cont.

We remind you that moisture problems are the greatest cause of breakdown in hearing aids, and you should be taking every possible precaution to keep your hearing aids dry. There are drying beakers and electronic devices available to store and dry the hearing aids overnight (prices range from \$10 to \$250). Also useful for active people are “sweat bands” that fit over the hearing aids to keep out sweat and dust.



Had a recent family holiday that included guided tours through historical buildings and ruins. Now, this could have been a total waste of time (and money) for my severely deaf husband, who would typically miss every word spoken in such an environment. But with the use of a simple FM system he was able to hear everything through his Cochlear Implant. I asked the tour guide to wear the remote microphone transmitter around her neck. My husband wore a receiver device (myLink+) around his neck, which received the guide's voice and sent it directly into the Cochlear Implant. The same works with hearing aids. It was brilliant. He could be at the back of our group in the midst of a milling crowd and he was still able to hear clearly. If you are interested in reading more on this system, look at the following website, www.phonak.com and search for the “myLink+” product



We wish you all a Christmas and New Year full of enjoyment of life and each other. Count those blessings and give thanks - it does the heart good,

Kirsty & Team