

Avoid auditory deprivation

If you stop using a part of your body, it won't take long for it to weaken or even atrophy. The same is true with your ears. If you're not hearing optimally or getting regular auditory stimulation to both ears, the ability for your auditory system to process sounds diminishes over time and becomes more difficult to recover.

With hearing aids in both ears, you can ensure proper and consistent stimulation of your entire auditory system, which helps prevent this "auditory deprivation."



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Binaural Hearing

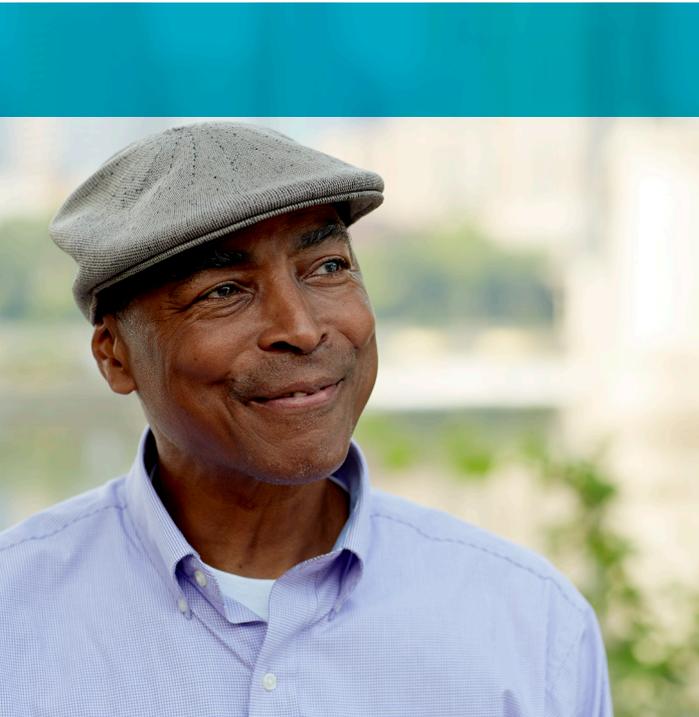
Why two hearing aids
are better than one.



we have two ears for a reason

“That’s my bad ear.” “You have to talk into his good ear.” How many times have you heard — or said — something similar? We all have.

Hearing loss in one ear does happen. But most likely, the person has binaural loss (hearing loss in both ears) and doesn’t know it. Hearing loss in both ears is far more common than in one ear only — and is just one reason why most professionals recommend two hearing aids in almost every case they see.



a more natural listening experience

Vision clarity, field of view and depth perception are best with two eyes versus one. The same principle applies to your hearing. Hearing with both ears allows for a rich, balanced and full sound experience. That’s why it’s important to consider wearing two hearing aids, even if your hearing loss is mainly in one ear.

Thanks to advanced technology and science, the best of today’s hearing aids are now equipped to communicate with each other and work together (referred to as “ear-to-ear communication”). The result? They’re designed to better replicate the natural and normal way we hear.

the benefits of binaural hearing aids

People who wear two hearing aids should notice:

Better speech understanding

It’s easier to be selective in what you listen to, allowing you to focus on conversations more easily.

Better localization

Two hearing aids allow you to more reliably detect where sounds are coming from which is helpful in social settings — or traffic.



Better sound distinction

With one hearing aid, different noises and words tend to sound alike. Two hearing aids help make sounds more distinct.

Bigger hearing range

A person wearing two hearing aids can hear up to four times the distance/range than when wearing just one.

Better sound quality

Just as your stereo sounds smoother, sharper and better balanced with two speakers, two hearing aids enhance the sound quality of everything you hear.

Increased satisfaction

According to studies by The Better Hearing Institute people who wear two hearing aids report greater overall satisfaction than people fit with only one.

**For more information on
binaural hearing, talk to your
hearing healthcare professional.**