

# HEARtoday NEWSLETTER



Your Friendly Independent Hearing Healthcare Specialist For Monmouthshire

## Monmouthshire Hearing Centre celebrates 10 years!



MONMOUTHSHIRE  
HEARING CENTRE

Here Today, Hear Tomorrow

### What's Inside

Welcome to the latest edition of our newsletter, HearToday. We hope you find the articles and offers of interest. As always, if you have any questions regarding your hearing healthcare please contact us on 01600 772111 and we will be happy to talk to you.

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In October 2005 we opened our doors for the very first time and are proud to be celebrating our 10 year anniversary. During the past ten years we have been fortunate to help improve many people's hearing in the local community whether they have visited our centre or we have visited them in their home. We would like to thank all our clients for putting their trust in us and supporting our local business over the past ten years. We now receive over 40% of our new clients from recommendations and this has allowed us to grow and thrive as a business in Monmouth.



Naturally the success of our business also relies heavily on keeping up to date with the new advancements in technology & over the past ten years we have seen many changes. I never would have thought we would be talking about direct connectivity between hearing aids and mobile phones, hearing aids talking to one another binaurally, or that we can get all this in such small devices! I look forward to seeing what the next ten years bring!

As an Independent, family run practice we are constantly aware we have to be competitive on price compared with the bigger national companies. Assisting us in this aim we are proud to be a member of the Independent Hearing Professionals (IHP). IHP allows independent practices to be part of a larger buying group which enables Monmouthshire Hearing Centre to offer the very latest technology at competitive prices. It also means we offer the largest choice of instruments as we are not tied to any particular manufacturer.

To celebrate our 10 year anniversary and to thank you for your continued support we would like to invite you to our Information day on Wednesday 21st October at the Shire Hall in Monmouth between 10am-4pm. There will be free tea, coffee & cake, to celebrate, as well as the opportunity to find out more on hearing related topics. We will have a representative from the Sensory Services Team to provide information on what is available from Social Services, information on tinnitus as well as representatives from Oticon, Phonak, GN Resound & Unitron who will be able to answer any questions you may have on the very latest in hearing aid technology. We look forward to seeing you there!



Keep up to date with the latest news by following us on Facebook or Twitter. We will post you information regarding the latest technology and any special offers or promotions we may have.

Facebook = Monmouthshire Hearing Centre and Twitter = @monmouthhearing

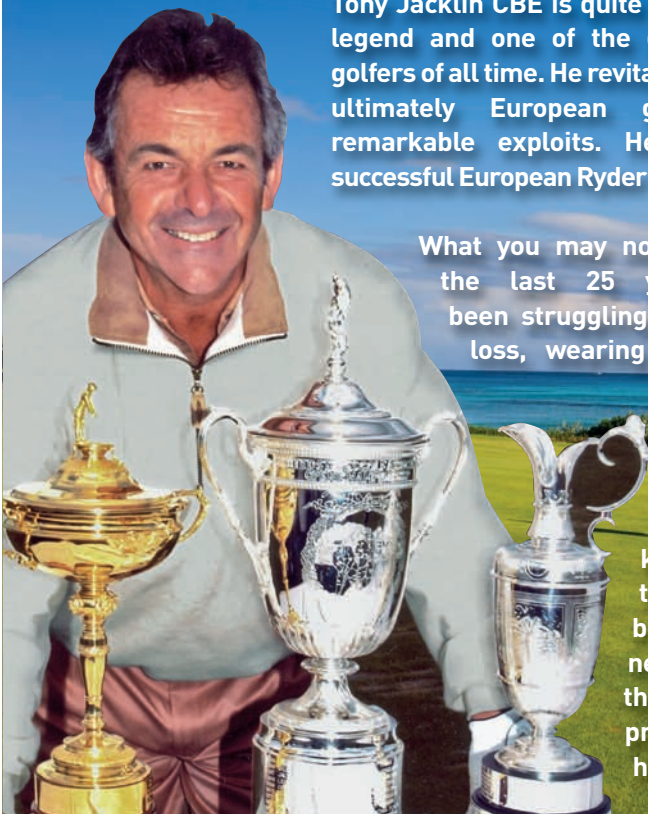


# A New Addition To Our Team

In August we welcomed Jane to our business. Jane is going to be our Office Manager, who will help with the day to day running of the business, answering the phone and generally keeping the Centre running smoothly. Initially Jane will be working Tuesday, Wednesday & Thursday afternoons.

In joining the team, Jane said, "As I have hearing loss myself, I am looking forward to helping others with their hearing difficulties." When not working Jane enjoys grandparent duties, walking her adorable black lab, and cooking, especially baking. She looks forward to meeting you all soon.

## Tony Jacklin CBE. IHP Ambassador



Tony Jacklin CBE is quite simply a golfing legend and one of the greatest British golfers of all time. He revitalised British and ultimately European golf with his remarkable exploits. He is the most successful European Ryder Cup captain ever.

What you may not realise is for the last 25 years he has been struggling with a hearing loss, wearing a hearing aid on both ears.

Sound is such an important factor in Tony's game, so that he knows how well the golf ball has been struck. He needs to be with the best care providers for his hearing health.

Speaking about his hearing loss he finds the most difficult aspect is that people will assume that you can hear and unless you explain prior to playing that you are hard of hearing people think you're ignorant! He champions awareness campaigns and admires the work organisations like the independent hearing aid sector does to help change perception of hearing loss. So much so he is a proud patron of the English Deaf Golf Association.



'I see the value in working with Independent Hearing Aid Audiologists as they are able to provide the best products suited to my hearing needs with access to the newest technology available from around the world.'

'The service from independent's is personal which when dealing with such an important sensory need is invaluable!'

## Ear Wax Removal Service

"The simple wax removal service, improved the quality of my natural hearing instantly"

Hearing loss can often be caused by an excessive build up of wax, don't put up with it! Monmouthshire Hearing Centre now offers an ear wax removal service! Contact us on 01600 772111 for more details.





# Meet us at our Birthday Event



Join us and find out everything you need to know about your hearing over a cup of tea/coffee and cake.

**Wednesday, 21st October 2015, 10-4pm**  
**Monmouth Shire Hall, Agincourt Square, Monmouth**

Discover how we can make a difference. Come and bring a loved one to explore the world of hearing.

**Here is what we have in store on the day:**

Fresh Tea, Coffee and Cake

Raffle with great prizes including an Apple watch, M&S vouchers and much more.

Professional advice from an expert Audiologist

Information available on tinnitus

Representatives from the Sensory Services Team, & Hearing Aid Manufacturers.

No salesmen. No gimmicks.

Just honest, caring, local hearing professionals.

**Call us on 01600 772111 to find out more**

# Famous People That Are Hard of Hearing (& Didn't Let it Hold Them Back!)

Hearing loss is something that affects tens of millions of people in the western world. Age related hearing loss is common, and many people lose their hearing in middle age, or earlier. This can be due to genetic factors or because their ears are damaged by years of exposure to noisy environments. While hearing impairments can be frustrating to deal with, there are many people who manage to go on to be successful in spite of their poor hearing, even in fields where one would expect good hearing would be a massive advantage. Here are a few examples of truly inspirational hard of hearing celebrities.

### Ronald Regan

US President Ronald Reagan lost hearing in his right ear when someone fired a gun while he was standing nearby on the set of a movie. He had a hearing aid fitted in his left ear in 1987.



At the time, hearing aids were a rare sight, at least on famous people, and his willingness to wear one in public did a lot to improve awareness of the devices, and increase acceptance of them. The hearing aids that were available in the 1980s were much bigger and bulkier than the ones that are available today, and Regan's willingness to talk about

his hearing impairment was an inspiration to many hard of hearing people around the world.

### Halle Berry

Halle Berry, the actress and fashion model, lost eighty percent of her hearing after she was beaten by a former boyfriend while filming The Last Boy Scout in 1991, while she was still just beginning her acting career. The attack punctured her eardrum, leaving her with permanent hearing loss. She



has never named the person who attacked her, but says that they are someone who is well-known in Hollywood. She continued to act and went on to have a prolific and highly successful career, appearing in Catwoman, several X Men movies and many TV shows, including Knots Landing and Frasier.

### Ben Cohen

The former England rugby star has had hearing problems since he was a child. He revealed that he has now lost 50 per cent of his hearing as well as suffering from tinnitus. Cohen has spent most of his life trying to cope with his hearing loss using lip-reading and avoiding

noisy places such as pubs. This all changed after he received some advice from singer Elton John. The singer contacted Cohen in 2011 after reading



about Cohen's hearing difficulties and sympathised with his situation. Sir Elton, who also has hearing difficulties, offered Cohen the opportunity to meet the owner of Starkey. After heading over to America and taking up Sir Elton's offer, Cohen was fitted with a hearing aid that he described as "amazing".

Hearing loss can be quite debilitating, but there are many options. Some people opt to use hearing aids, or even cochlear implants. The best treatment options depend on the age at which the hearing loss occurred, the reason for the hearing loss, and how severe it is.

Someone who has had hearing difficulties from a very early age may have developed coping strategies which mean their hearing difficulties do not impair their day-to-day life all that much, while someone who lost their hearing when they were older is more likely to find it hard to adapt. However, as these celebrities have shown, it is possible to achieve success in almost any field.



# Race To The Stones 2015



The oldest path in the UK certainly set us a challenge in July when my husband and I, along with 2 friends set about walking the 62.1 miles in an Ultra marathon called "Race To the Stones".

Starting off at 8.15am on a very sunny and warm Saturday at Lewknor in Oxfordshire we headed off along "The Ridgeway". Walking continuously through the day & night we finally crossed the finishing line 24 hours and 17 minutes later at the iconic standing stones in Avebury. Mission accomplished! On reflection it was an amazing challenge, however probably not one that any of the four of us would be

willing to repeat anytime soon! Our feet are probably very grateful as we all suffered with numerous blisters!!!

Nevertheless the reason we set ourselves these challenges, is to raise money for good causes. This year our chosen charity was Alzheimer's Research UK. With all your tremendous support and generosity we managed to raise a fantastic £1910, so THANK YOU all. I'm not sure without the incentive of

your sponsorship we would have kept going so it was a great way to motivate us to the finish!

Throughout the 10 years that we have been open, you have helped Monmouthshire Hearing Centre raise over £8500 for a number of charities. You have either kindly supported us through sponsoring our crazy challenges or last year by attending our first charity night. We hope over the next ten years we can raise even more.



## MONMOUTHSHIRE HEARING CENTRE

# Join us to find out about the revolutionary Log It All and how it can change your life!

**A**t Monmouthshire Hearing Centre we know that hearing in background noise is a real challenge, but at last there is a new innovation that accurately highlights the right hearing technology for you.

The Log It All system uses a revolutionary approach allowing us to accurately evaluate your hearing environments and where you spend your listening time; whether this is speech in noise, music, speech in small groups or quiet environments.

In order to map out your exact needs and find the best solution for you, we will need to fit you with a FREE trial of Unitron instruments. You can wear them home and use for a few weeks to see the benefits for yourself in your day to day life. This allows the instruments to record your personal soundscape and shows how they respond to your actual listening environments.

So if you are thinking of upgrading your aids, want to learn more about the technology available, or are just starting out on your journey to better hearing this may be the ideal place to start. As



an existing client we invite you to take part in this exclusive opportunity at our 10 year anniversary event on the 21st October where you can...

- Experience the benefits of the revolutionary Log It All technology
- Chat to qualified Hearing Aid Audiologist and Unitron representative, Richard Jones, who will be on hand to answer any questions you may have
- Receive live demonstrations on the new North technology from Unitron
- FREE trials of the Moxi North range
- FREE goodie bag, tea and coffee

**We expect this event to be popular. To reserve you place on the day please call our friendly team on 01600 772 111**

Monmouthshire Hearing  
No 7 Agincourt Street , Monmouth  
NP25 3DZ

01600 772 111  
info@monmouthshirehearing.co.uk

**Anniversary Event  
Wed, 21<sup>st</sup> October 2015**



**IHP**  
INDEPENDENT  
HEARING  
PROFESSIONALS

*custom*  
HEARING PRODUCTS

# Protecting Your Hearing From More Than Just Noise

When we mention hearing protection, many people instantly assume we are talking about protection from excessive noise, be it from live music or harsh working environments. But hearing protection is important in other areas of life, including leisure activities. Many people don't take the appropriate action to protect their ears from infection from

swimming pools or the sea when on holiday. This is very important, especially in young children who are more susceptible to infections whilst swimming.

At Monmouthshire Hearing Centre we can produce custom-made swim plugs designed to fit your ears perfectly. As well as offering the very best protection,

they are also comfortable to wear and are available in many different colours so children will love them!

If you would like more information on our custom-made range of hearing protection products, please call us on 01600 772111 or call in to see us at 7 Agincourt Street, Monmouth.

# Mercury Free Batteries

## Get ready to go mercury free from Summer 2015

The European Commission announced, following an in-depth feasibility study, that all button cell batteries must be free of mercury by 2nd October 2015. This is a European wide ban on the manufacture and sale of mercury containing button cells after this date.

Hearing aid battery manufacturers have issued reassurances that the new mercury free batteries performance will be on a par with the old batteries and that users will not notice a difference when using the new more environmentally friendly cells.

For more information on these new batteries, or to place an order please contact Monmouthshire Hearing Centre on 01600 772111.



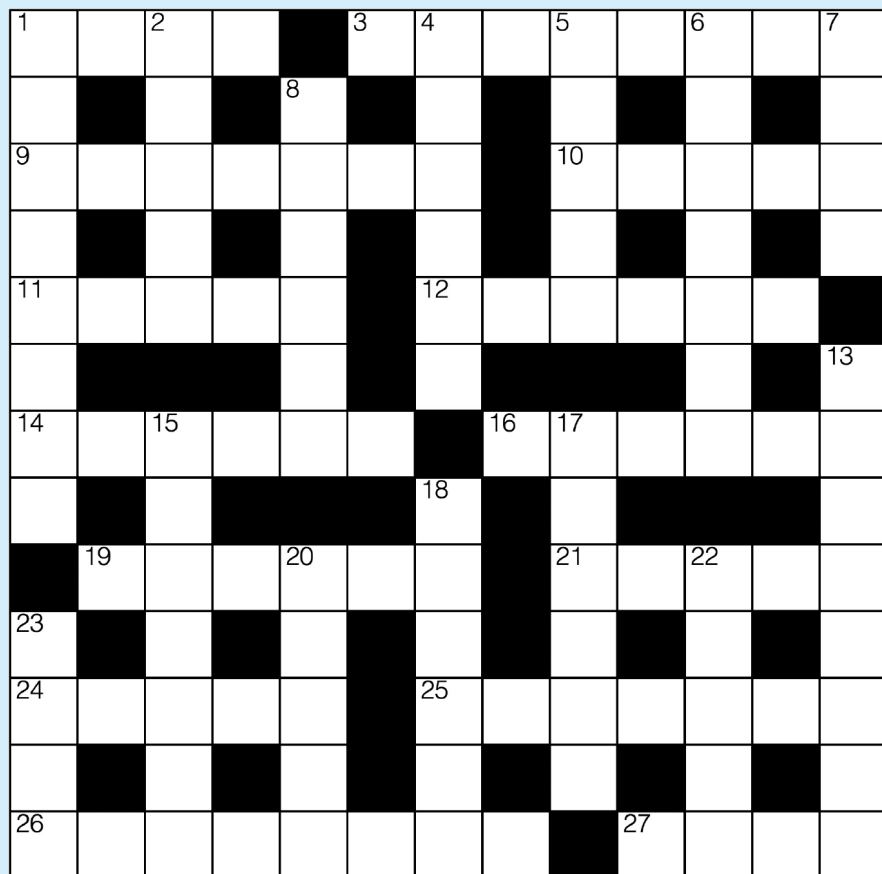


# TEA BREAK!

## WIN £25 WORTH OF MARKS AND SPENCERS VOUCHERS

Complete the crossword, with your name, address, and telephone number and return to our shop via hand or post by Friday 30th October 2015 for your chance to WIN £25 worth of M&S Vouchers. The winner will be chosen at random. Good Luck!

The lucky winner of our last edition was Mr D Potter.



### Across

- 1 Entreaty (4)
- 3 Immaculate (8)
- 9 Most profound (7)
- 10 Expensive (5)
- 11 Arise (3,2)
- 12 Severe trial (6)
- 14 Housing area (6)
- 16 Assemble (6)
- 19 Sauntered (6)
- 21 Attractiveness (5)
- 24 Verdant (5)
- 25 Easily broken (7)
- 26 Shilly-shallied (8)
- 27 Veracious (4)

### Down

- 1 Lineage (8)
- 2 Occurrence (5)
- 4 Engine fuel (6)
- 5 Lukewarm (5)
- 6 Tombstone inscription (7)
- 7 River of Hades (4)
- 8 Autocrat (6)
- 13 First showing of a film (8)
- 15 Storm (7)
- 17 Polar region (6)
- 18 Fit for eating (6)
- 20 Jousting weapon (5)
- 22 Change (5)
- 23 Old (4)

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_



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7 Agincourt Street, Monmouth NP25 3DZ • [info@monmouthshirehearing.co.uk](mailto:info@monmouthshirehearing.co.uk) • [www.monmouthshirehearing.co.uk](http://www.monmouthshirehearing.co.uk)

**CALL US TODAY ON 01600 772111 TO SEE HOW WE CAN HELP IMPROVE YOUR HEARING**