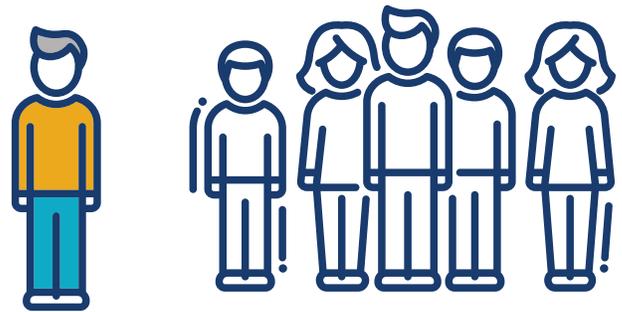


Four things you may not know about tinnitus

According to The Centers for Disease Control and Prevention (CDC), 15 percent of Americans experience tinnitus. That's **50 million people** in the U.S. alone.¹

While we know that tinnitus afflicts nearly **one in every six** there's still plenty of people who don't know about this condition. Here are just four things about tinnitus.



1

There's (almost) no wrong way to pronounce it

Depending on who you're talking to, you might hear tinnitus pronounced two different ways: ti-NIGHT-us or TINN-a-tus. Both are right. According to the American Tinnitus Association (ATA), people experiencing it tend to say ti-NIGHT-us, while medical professionals and researchers prefer TINN-a-tus. If you'd rather not pick, "ringing in the ears" works, too.

2

Tinnitus isn't a disease — it's a symptom of a health condition

Just as a fever is a symptom of an underlying illness, tinnitus, is usually a symptom of another health condition. Most often, it's hearing loss. In fact, some estimates suggest up to **90 percent** of people with tinnitus have some degree of noise-induced hearing loss.²

There are nearly 200 other causes, though, including ear infections or blockage, head or neck trauma, and sinus pressure.



3

Certain things seem to make tinnitus worse

Excessive noise is one obvious way to exacerbate tinnitus, but stress, smoking, caffeine and alcohol are also known to make tinnitus worse. Certain medications, too.

People with tinnitus often say that aspirin triggers more intense ringing and buzzing, while experts have found antibiotics and antidepressants worsen symptoms. Still, never stop taking medications without consulting with your physician first.



4

Customized technology can help with tinnitus

While there currently is no tinnitus cure, there are options to help, including counseling and sound therapy.

The American Tinnitus Association lists hearing aids as an effective part of sound therapy, as specific hearing aids today utilize a customizable and comforting sound stimulus that soothes the annoying noises associated with tinnitus.

If you have tinnitus, a consultation with a hearing healthcare professional is recommended.

During a one-on-one consultation, your hearing healthcare professional will assess the unique factors of your tinnitus and discuss different options to find what is right for you.

Call to schedule your *FREE* consultation* today!



*Professional fees may apply.

Sources:

1 <https://www.ata.org/understanding-facts>

2 <https://www.webmd.com/a-to-z-guides/understanding-tinnitus-basics>