

# Four ways *hearing loss* affects *brain health*

1

## Hearing loss leads to social isolation

Untreated hearing loss has long been linked to increased social isolation and loneliness, which studies have shown are well-established risk factors for Alzheimer's and dementia<sup>1</sup>.



Growing evidence indicates that older adults with hearing loss are more likely to experience the symptoms of cognitive decline.

*Here are three reasons why — plus one thing you can do to help minimize the risk.*

2

## Hearing loss shifts your cognitive load

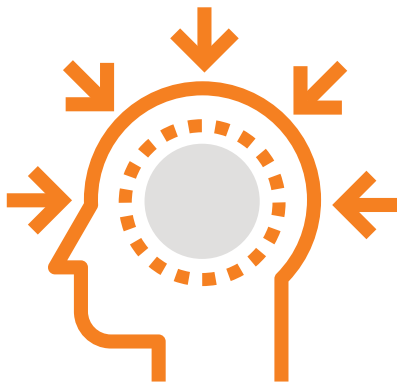
Imagine your brain has a finite amount of fuel. As hearing becomes more difficult, you use more “fuel” to comprehend what you’re listening to — meaning you have less for memory and decision-making. Scientists refer to it as the “cognitive load theory.”



3

### Hearing loss accelerates brain shrinkage

Believe it or not — our brains shrink as we age. But MRIs of people with hearing loss show the brain “shrinks” faster than normal, likely due to lack of stimulation<sup>2</sup>.



4

### Treating hearing loss can help reduce the risk of cognitive decline and dementia

Two studies — one completed in 2015 and one in 2017 — determined that treating hearing loss (with hearing aids) can reduce the risk of cognitive decline associated with hearing loss<sup>3</sup> and can help prevent dementia<sup>4</sup>.

The benefits of wearing hearing aids may also include<sup>5</sup>:

- Reduced mental fatigue
- Decreased feelings of isolation and depression
- Improved ability to do several things at once
- Improved memory, attention and focus
- Improved communication skills

Ready to treat your hearing loss? **We can help!**

*Call 1-(888) 380-1396 or visit  
[starkeyhearing.com/find-a-professional](https://starkeyhearing.com/find-a-professional)  
and get started today!*