

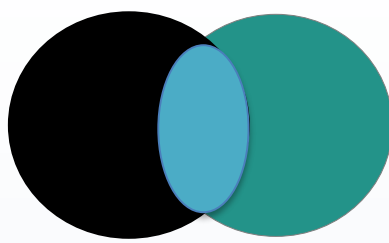
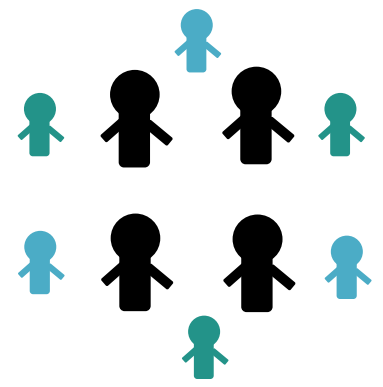


TINNITUS AND HYPERACUSIS

Tinnitus is ringing, buzzing, chirping, or whooshing in one or both ears. Likewise, **hyperacusis** is a condition that makes normal environmental sounds seem extremely loud. When these affect daily life, an evaluation should be conducted by an audiologist.

24 MILLION AMERICANS HAD TINNITUS THIS YEAR AND NEARLY HALF SHOULD SEEK MEDICAL CARE

4 IN 10 PEOPLE HEAR TINNITUS DURING **80%** OF THEIR DAYS



1 IN 10,000 PEOPLE EXPERIENCE BOTH TINNITUS AND HYPERACUSIS THAT CAUSE EXTREME DISCOMFORT

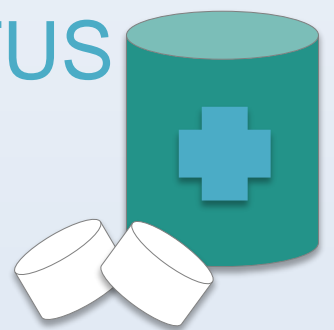
THOUGH LINKED TO LOUD NOISES, TRAUMA, ILLNESS, AND MEDICATION, **THERE IS NO** KNOWN CAUSE



26% OF THOSE WITH TINNITUS REPORT TROUBLE FOCUSING BECAUSE OF THEIR SYMPTOMS

2 OTHER ISSUES WITH SOUND TOLERANCE ARE MISOPHONIA, STRONG DISLIKE FOR SOUND, AND PHONOPHOBIA, FEAR OF SOUND

MEDICATIONS FOR TINNITUS ONLY HAVE A **PLACEBO EFFECT** 40% OF THE TIME

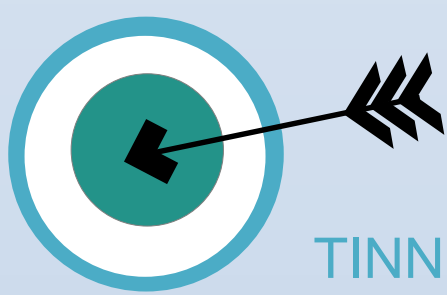


BETTER HEARING LEADS TO **BETTER LIVING...**



... **TREATING TINNITUS AND HYPERACUSIS** IMPROVES SLEEP, CONCENTRATION, WELL-BEING, AND SATISFACTION

MOST EFFECTIVE TREATMENT



TRT

TINNITUS RETRAINING THERAPY

Tinnitus Retraining Therapy (TRT) was developed by Pawel Jastreboff, Ph.D., neuroscientist at Emory University, as a specialized treatment plan for tinnitus and sound sensitivities, like hyperacusis. TRT uses directive counseling and sound therapy to retrain the brain's perception of tinnitus and environmental sounds.



Dr. Woods

Hearing Center

www.drwoodshearing.com

Source Information:

American Speech-Language-Hearing Association (ASHA)

Better Hearing Institute (BHI)

Dr. Jessica L. Woods, Au.D., CCC-A

The Hyperacusis Network

National Institute on Deafness and Other Communication Disorders (NIDCD)

Pawel J. Jastreboff, Ph.D., Sc.D., M.B.A.