hear today

CENTRAL KENTUCKY AUDIOLOGY SERVICES

"I want a hearing solution that fits my lifestyle."

Tips about batteries -- Have you ever noticed that hearing aid batteries decide to die whenever you don't have any on hand? Try this! When you take the little paper tab off a new hearing aid battery, put it on the calendar. This will help you figure out the life of the battery (if you haven't figured that out already). Now you can tell with a quick glance at the calendar when it's time to change batteries, before they stop working.

The Most Vulnerable Generation
Car horns and jet planes. Portable stereos. Aerobics classes. Lawn mowers. Office equipment.

These are all hallmarks of the Baby Boom Generation, the group aged 45-64 that currently makes up the largest segment of American society. They have witnessed, and contributed to, a greater increase in noise pollution than any other generation. And they'll live longer than any who preceded them. These two factors combined make them the generation most vulnerable to hearing loss.

Prolonged or loud noise appears to have overtaken age as a cause of hearing loss in the U.S., at least for the Baby Boomer generation. About 40% of the hearing impaired are younger than 65* — and Baby Boomers themselves are the fastest-growing group to suffer hearing loss today.**

Unfortunately, the problem of hearing loss is "growing younger." 15% of recent college graduates have as much or more hearing loss than their parents.* And over two million Americans with hearing loss are under the age of 18.

Joke File

A man realized he needed to purchase a hearing aid, but he felt unwilling to spend much money. "how much do they run?" he asked the clerk at the counter.

"That depends," said the salesman. "They run from $2 to $2,000."

"Let's see the $2 model," he said.

The salesman put the device around the man's neck. "You just stick this button in your ear and run this little string down to your pocket," he instructed.

"How does it work?" the customer asked.

"For $2 it doesn't work," the salesman replied. "But when people see it on you, they'll talk louder!"

coupon

$50.00 off

Pssst....

*I have news you want to hear! Bring this coupon to receive an additional $50.00 off already discounted hearing aids**

**Some restrictions may apply – offer valid on certain models.*

What's New?
Open Hearing Aids
by Dr. Kathryn Sandusky, Audiologist, FAAA

I now have a new opportunity to provide products that not only contain today's advanced digital sound processing, but also an unbelievably cosmetically appealing appearance.

The actual hearing aid is typically less than 1/2 the size of standard hearing aids and the ultra thin sound tubes that deliver sound into the ear canal are all but invisible.

Besides cosmetics and comfort, these new open ear fittings provide the ultimate in natural sound quality because there is no "plug" in the ear canal. I am currently offering these products from five different manufacturers.

I am thrilled to bring this news to you, as I feel you will be extremely pleased with the fit and performance of these new hearing aids.

Central Kentucky Audiology Services, (CKAS) continually strives to keep you up to date on all the latest technological advances to keep you hearing your best.

Hear tomorrow:

Share our "Hear Today" newsletter with a friend who could benefit from our products and services so they too can hear today - hear tomorrow.

New Products:

We now have 2 new products available the Open Ear Delta (comes in a variety of colors) and the Mini Valeo.

Open Ear Delta
Champagne Beige Color

CKAS News:

Dr. Kathy – Kathy has completed her course work required for obtaining her doctorate in Audiology. Although, she is now Dr. Kathy, she'll always just be Kathy to you!

On the heals of that awesome news - if you haven't noticed already - we developed a brand new look for 2006. AT Design & Illustration designed a new logo, color scheme, stationery, positioning statement and updated the "Hear Today" newsletter for us. Our web site revisions will soon follow. Please let us know your thoughts - we always love to hear from you! *We encourage you to share this newsletter with a friend who could benefit from our products and services too.*

Please bookmark our NEW domain name www.heartodayheartomorrow.com as we continue to implement our new look online.

CKAS will feature in each newsletter, special pricing on selected products.

Spring SPECIALS

Phonak selected hearing aid models - buy 1 at regular price and get a 2nd one **1/2 off!**

Receive **20% off** when you purchase one at the regular price.

Keep aids dry, prolong life, and improve their performance with a Resound Restore **Dehumidifier.**
Regularly: $125.00
NOW: $105.00

TV Ears® -
This TV Listening Device has helped thousands of people hear television clearly without turning up the volume. It's easy to install and includes everything you need to hook-up to the TV. (Compatible with satellite, cable, digital & HD TV.)
Regularly: $165.00
NOW: 150.00

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