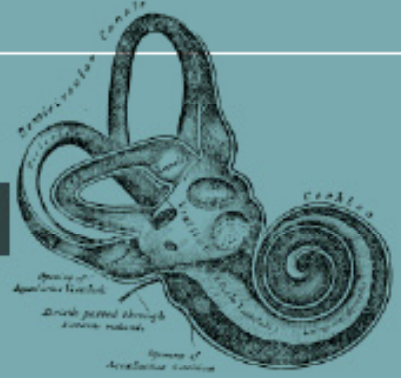




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20126 Stanton Ave #205
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(510) 537-4211

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39210 State St. #100
Fremont, CA 94538

www.hearingcentercv.com



Keeping Your Life Wire-Free

GN ReSound has released their newest model, the Alera! It has all the features we love from the Live, with new bluetooth technology and accessories!

ReSound Alera™ will give you an exceptional surround sound experience, strong and clear wireless connections to your TV and phone and an iSolate™ nanotech coating protecting the hearing aids from water – all to help you connect to the important things in life.



Beyond the wireless aspect, Alera is becoming our technology of choice for many other reasons.

1. Superior whistle/feedback control
2. Technology that changes automatically with the noise conditions you experience
3. Surround sound technology that treats high frequency sounds (consonants) differently than low frequency sounds (vowels)
4. Operational remote control, allowing for easy program changes, volume adjustments and other features

Hear for the Holidays

October 1 - November 30

Refer a friend- and when they complete their evaluation period (30 days), you receive a gift certificate to Horatio's.

Don't miss holiday cheer from Halloween to New Year's. If you purchase a new hearing aid during this period, you can choose your fortune! New hearing aid purchases will come with a special fortune cookie, with the chance at getting up to \$500 off your new hearing aids!



**Follow us online and on Facebook for special offers
only available on the web!**

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Wax: It's Natural!

How to keep this natural protectant from impacting your hearing

Beth Ehrlich, Au.D.

How is wax created?

Wax (or “cerumen”) is a mixture of secretions from the outer part of your ear canal. This mixture naturally protects your ear and does not usually need to be removed. However, if you use Q-tips or produce more wax than you need to, you can end up with impacted wax, which can clog your hearing aids or create a plug in your ear, making it difficult for you to hear.

How do I know if I make too much wax?

How often do you change your wax guards? Every 6 months? Every month? Every week? If you are changing your wax guards once a month or more, you might want to see your regular doctor or ENT to check if excessive wax is building up in your ears and your ears need a cleaning.

How often do I need my ears cleaned out?

12 million people a year go to their doctors for impacted or excessive ear wax (*Hearing Review*, 2008). The number of times you need to go depends on the amount of wax you produce. Ask us how often we recommend specifically for YOU, and then **follow through** with those appointments!

Note: We are trained to remove wax, but we usually refer the procedure to your physician or ENT due to insurance coverage.



The procedure is entirely painless. We simply insert a camera in your ear canal and show the resulting image on a full color computer screen, right in front of you. We can even save the image to your chart or send it off to your doctor, if necessary.

What is Video Otoscopy?

Kenneth Smith, Ph.D.

One of the advantages of being seen at the Hearing Center is the fact that we allow you to see your own eardrum. In short, with a bit of on-the-spot education from us, you see what we see.



This service is available in both our Castro Valley and Fremont offices.

Fremont Satellite Office is open and operational!!!
Appointments are available Tuesday and Thursdays.
Call for an appointment (510) 537-4211

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