



BrainHQ Facts



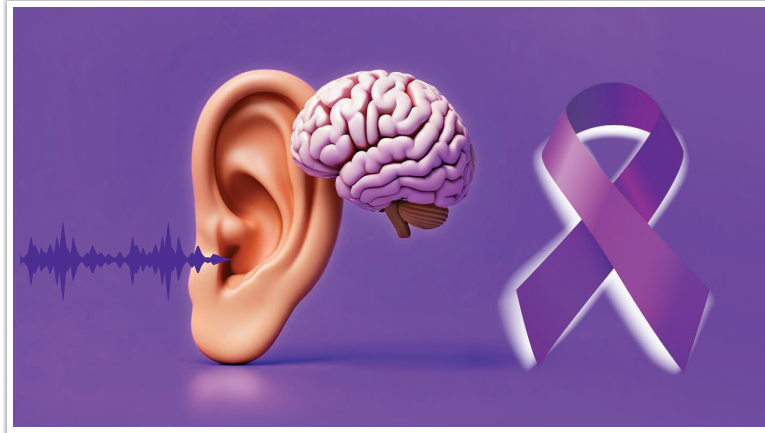
How the Brain Changes With Age

In mid-adulthood, brain volume is relatively stable. As we move into later adulthood, the brain gradually decreases in size due to a combination of factors, including loss of synapses and neurons, reduced white matter integrity, and decreased stimulation and neural activity. In neurodegenerative conditions such as Alzheimer's disease, this process is accelerated, resulting in measurable brain atrophy-particularly in regions responsible for memory, language, and auditory processing. Importantly, sensory input plays a key role in maintaining brain structure.

Reduced auditory stimulation from untreated hearing loss may contribute to faster brain volume loss by limiting the brain's ongoing activation and engagement.



Your ears collect sound but it's your brain that understands it.



January Is Alzheimer's Awareness Month

What Your Brain and Hearing Have to Do With Each Other

January is Alzheimer's Awareness Month - a time to focus on brain health, early prevention, and the steps we can take today to protect cognitive function as we age.

While Alzheimer's disease has no cure, research shows that many risk factors are modifiable. One of the most important - and often overlooked - is hearing loss.

Hearing Health = Brain Health

Hearing is not just about your ears - it's about how your brain processes sound.

When hearing loss goes untreated:

- The brain works harder just to understand speech
- Less sound stimulation reaches important brain centers
- Social interaction often decreases
- Memory, attention, and mental energy can decline

Large studies have shown that untreated hearing loss significantly increases the risk of cognitive decline and dementia. In fact, it is considered one of the leading modifiable risk factors for Alzheimer's disease.

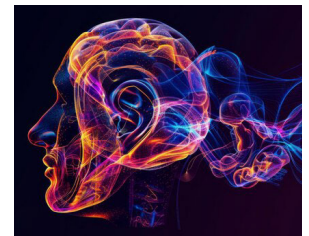
The good news?

Hearing loss is treatable - and treating it helps protect the brain.



Ask One of Our Audiologists

Q: I feel like my memory isn't as good as it used to be - could my hearing be part of that, especially in noisy places?



A: Yes, it could be. When hearing isn't clear, particularly in background noise, your brain has to work much harder to fill in missing sounds. That extra listening effort uses up mental energy that would normally be used for remembering information, which is why conversations in noisy environments can be harder to recall. If you're noticing listening fatigue, difficulty hearing in noise, or changes in memory, a hearing assessment can help determine whether hearing is contributing. Addressing hearing concerns early can make listening easier and support clearer thinking and better communication.



Why Early Hearing Care Matters

Many people unfortunately wait years before addressing hearing changes. During that time, the brain slowly adapts to hearing less, making listening and understanding more difficult over time.

Early hearing care can:

- Reduce mental fatigue and listening effort
- Keep the brain actively engaged with sound
- Improve communication and memory
- Support emotional well-being and social connection
- Help maintain independence longer

Hearing care is not about “turning the volume up” - it’s about keeping the brain stimulated and connected.



Hearing Loss, Tinnitus & Cognitive Load

Whether you’re enjoying carols, catching up with family, or navigating lively holiday gatherings, remember that caring for your hearing also supports your brain, your communication, and your overall quality of life. If you’ve been struggling to follow conversations in noise, noticing tinnitus more often, or feeling like sound simply isn’t as clear as it used to be, don’t wait - the holidays are the perfect time to prioritize your hearing health.

Book a hearing and communication assessment, reconnect with your favourite sounds, and start the new year hearing your best.

Wishing you a season filled with warmth, connection, and the joyful sounds that make this time of year so special.

Ready to treat your hearing loss and tinnitus? Call us today or visit us at advanced-hearing.com.

CATCH EARLY, TREAT EARLY.

Call us today to schedule your comprehensive assessment.

AJAX	905-426-4000
OSHAWA	905-723-2273
PICKERING	905-831-8311
UXBRIDGE	905-852-8888
WHITBY	905-666-7726

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COGNITIVE GAME OF THE MONTH

	4			2		1	9
			3	5	1		8
3	1			9	4	7	
	9	4					7
2						8	9
		9	5	2			4
4	2		1	6	9		
1	6		8				7

Advanced HEARING ONTARIO



INSTRUCTIONS:

SUDOKU

Fill in the grid so that every number from 1 to 9 appears only once in each row, each column, and each 3 × 3 box.