



BrainHQ Facts



Your Brain Can
Change Throughout
Your Life



Our brains have an incredible ability called neuroplasticity - the ability to adapt and reorganize in response to our experiences. Keeping your brain stimulated through learning, social interaction, physical activity and challenging cognitive tasks can help support brain health as you age. Just like physical exercise challenges your body, activities that challenge your attention, memory and processing speed can give your brain a workout too!



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



September is World Alzheimer's Month

September is World Alzheimer's Month, an opportunity to raise awareness about Alzheimer's disease and other forms of dementia. Alzheimer's disease is the most common form of dementia.

You may already know that factors such as exercise, cardiovascular health and staying socially active are important for brain health. But there is another important factor that is receiving increasing attention: hearing loss.

Hearing loss is now recognized as a potentially modifiable risk factor for dementia, and researchers such as Dr. Frank Lin of Johns Hopkins University have spent years studying the relationship between hearing and cognitive health.

Why are hearing loss and dementia connected?

Researchers believe there are several possible explanations.

Increased Cognitive Load

When hearing becomes more difficult, the brain has to work harder to understand speech. More cognitive resources are devoted to listening and filling in information that wasn't clearly heard, leaving fewer resources available for processes such as memory and attention.

Social Isolation

When conversations become difficult or tiring, people may begin withdrawing from social situations. This can lead to reduced social interaction and isolation, both of which have been associated with an increased risk of cognitive decline.

Changes in the Brain

Hearing loss has also been associated with physical changes in the brain. Research has found associations between hearing loss and accelerated brain atrophy, as well as changes in areas of the brain involved in processing sound and other cognitive functions.

New Research: Earlier Hearing Loss May Matter

New findings from the Framingham Heart Study, one of the world's longest-running studies of health and aging, are adding another important piece to the puzzle.

Researchers followed approximately 2,000 adults for up to four decades and found that hearing loss was associated with an increased risk of both Alzheimer's disease and vascular dementia among adults who were younger than 70 when their hearing was assessed.

Even more importantly, the longer someone had hearing loss, the greater the associated risk.

These findings suggest that we shouldn't think of hearing loss as something that only needs to be addressed later in life. Identifying and managing hearing loss beginning in midlife may be important for long-term brain health.

Can Treating Hearing Loss Help?

There is encouraging evidence that it may.

The landmark ACHIEVE study, led by Dr. Frank Lin and colleagues, was the first large randomized controlled trial designed to determine whether treating hearing loss could reduce cognitive decline.

Among older adults who were already at increased risk for cognitive decline, a hearing intervention slowed cognitive decline by 48% over three years.

The research continues to evolve, but the message is becoming increasingly clear: Taking care of your hearing is an important part of taking care of your brain.

Don't wait until hearing loss becomes severe. Regular hearing assessments can identify changes early and allow you and your audiologist to determine when treatment is appropriate.



Ask One of Our Audiologists

Q: If I have hearing loss, does that mean I will develop dementia?



A: Absolutely not.

Having hearing loss does not mean that you will develop dementia.

Dementia is complex and is influenced by many factors, including age, genetics, cardiovascular health and lifestyle.

What research tells us is that untreated hearing loss is associated with an increased risk of cognitive decline and dementia. The good news is that hearing loss is something we can identify and manage.

Regular hearing assessments, treating hearing loss when appropriate, staying socially connected and keeping physically and mentally active are all positive steps you can take to support healthy aging.



Don't Wait to Treat Your Hearing Loss

When it comes to hearing health, earlier is better.

Hearing loss often develops gradually, and many people wait years before seeking treatment. But with growing evidence linking hearing loss to cognitive health, social connection and healthy aging, there are important reasons to address hearing loss sooner rather than later.

And how your hearing loss is treated matters.

Partner with an audiologist-led clinic that follows "Best Practices" and is committed to helping you achieve the best possible hearing outcomes - not simply fitting you with hearing aids.

At Advanced Hearing, our approach goes beyond the devices. We use evidence-based "Best Practices" to ensure your hearing aids are appropriately selected, precisely fit and verified for your individual hearing loss. Just as importantly, we provide the ongoing aftercare, services and technology needed to keep you hearing your best over time.

Hearing aids are only one part of successful hearing care. The expertise of your audiologist, how your hearing aids are fit, and the support you receive afterward all contribute to your long-term success.

If you have hearing loss, don't wait. Treat it now - and choose a hearing care partner committed to helping you hear your best for years to come.



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

AdvancedHEARING

ONTARIO



CATEGORY CHALLENGE

Set a timer for 60 seconds and choose a category, for example:

Animals • Foods • Countries • Things You Find in a Kitchen
How many items can you name before the timer runs out?

Want an extra challenge?:

Try again with a more specific category, such as animals that live in water, foods that begin with "S," or countries in Europe.

— This activity challenges verbal fluency, memory and processing speed —