



IRENE TAYLOR

hearing centres

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Welcome to Preston Hearing Centre's Newsletter
Winter Edition 2018

10 Year Anniversaries

This New Year edition of our newsletter celebrates two special ten year anniversaries.



Our Kirkby Lonsdale office opened in 2008 and we moved to our St Wilfrid Street office in Preston in the same year.

The Preston office is currently being refurbished. Upstairs we have a dedicated wax removal room and a special area where we can demonstrate accessories to help with TV, telephone and communication.

If you struggled to hear your friends and family this Christmas we have lots of solutions in this newsletter to help you hear well in the New Year.

We continue to keep pace with technology and expand our services to offer the best hearing healthcare locally.

We would like to wish all our clients a happy and peaceful New Year.



Welcome to the New Year edition of our newsletter

This New Year edition of our newsletter gives you an insight into all the new technology coming through from the leading manufacturers.

There is so much available now to help our clients hear better in noise, hear the

TV without subtitles, connect hands free to mobile phones and to hear clearly on landlines.

There is also great technology to stream music and connect to computers, iPads and tablets.

If you struggle in any of these situations please ring us on 01772 252411 (Preston) or 015242 73589 (Kirkby Lonsdale).

We can design a tailor made plan to suit your individual needs.



The end of an era for Preston Hearing



We're very sad to be saying goodbye to Barbara Sharples our office manager for nineteen years. She has decided to retire and spend more time with her grandchildren and to have more time to enjoy life.

Barbara has been a wonderful asset for us over the years. I will miss her very much and I'm sure our clients will too. Nothing was too much trouble for her



and she was always cheerful and helpful in the office and on the telephone.

On a brighter note I would like to introduce our new recruit, my niece Kate Livesey. Kate has decided on a career change and is currently studying for an Audiology Foundation Degree at Aston University.

I'm sure you will all meet her at some point and she will be anxious to practice her new skills.

Kate will also take over Barbara's role in the office so please say hello and welcome her to her new role.

Earwax removal by microsuction

The gentle and safe way to remove excess earwax



Earwax or cerumen is a completely natural substance, but excessive build up can cause blockages leading to impaired hearing, whistling hearing aids and discomfort.

Traditional treatments, including syringing and irrigation, carry more risks than microsuction removal. It's also very difficult to get a doctor's appointment to remove earwax and the waiting times can be long.

Microsuction is a simple, clean and pain free way to remove excessive wax.

We can examine your ear using video-otoscopy, and then using a fine low pressure suction device, can safely and gently remove the blockage.

It's advisable to use drops a few days before your appointment. If you're unsure if you have a build-up of wax, call in and we can check your ears.

Ring us at our Preston Office on 01772 252411 or Kirkby Lonsdale Office on 015242 73589 to arrange a Microsuction appointment.

EAROL OLIVE OIL SPRAY

A simple and effective method of softening or naturally removing ear wax. Earol has a simple, yet unique delivery system capable of delivering a unit dose of olive oil to the outer ear, enhancing ease of use, reducing over-application and significantly reducing spillage and mess.

Earol is highly intuitive and easy to use. Simply place the nozzle into the

opening of the ear canal, tilt your head slightly to one side and depress the actuator. Earol then delivers a metered dose of olive oil to the auditory canal.

This can then be followed by gently massaging around the ear.

Available in our offices or by post, ring us to arrange delivery.

Only
£6.99



Coming Soon...

The Widex Beyond Z Rechargeable Hearing Aid

NO MORE
FIDDLY
BATTERIES

Widex announces the launch of Beyond Z - a rechargeable solution for it's highly successful, made for iPhone Beyond range of hearing aids.

Beyond Z lets users stream calls and music better and longer and also includes a retrofit option for existing Beyond users. The first shipment in the UK will be in January 2018 and covers all Beyond models.

For further information on the brand new Widex Beyond Z, please contact us on 01772 252411 for our Preston Office or 015242 73589 for our office in Kirkby Lonsdale.



Introducing Phonak Virto B Titanium

The miniature in-the-ear hearing aid made from titanium



Virto B Titanium is the smallest Phonak in-the-ear hearing aid ever! It's so discreet that nobody will see how well you hear.

CUSTOM-MADE FROM TITANIUM

Virto B Titanium is custom-made to fit perfectly in your ear. It's made from medical grade titanium which make it incredibly strong, light and durable.

FULLY AUTOMATIC

Virto B Titanium features AutoSense OS. It adapts to every sound environment automatically for excellent hearing performance everywhere. There is no need to manually adjust your hearing aids.

THE RIGHT SOLUTION FOR YOU

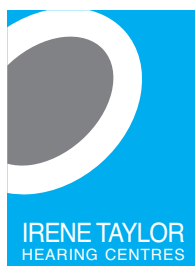
Phonak B Titanium is available in multiple performance levels to help you meet your hearing goals.

Ring us on 01772 252411 or 015242 73589 to arrange a hearing test, we can then help determine which Virto B Titanium is right for you.

PHONAK
life is on



FEEL CONFIDENT WITH THE
SUPER DISCREET PHONAK
VIRTO™ B-TITANIUM



**£100 discount off a pair of
Phonak Virto B Titanium hearing
aids at Irene Taylor Hearing Centres**

Please pass this voucher to a relative or friend if you do not need hearing aids at the moment

Terms and Conditions apply. One voucher per fitting. Valid until 28th February 2018.



TONY'S STORY

Tony Duckworth was fitted with Phonak Virto B Titanium hearing aids in June 2017.

As a new user of hearing aids here are some extracts from his diary on his road to rehabilitation with his new ears!

"Following the fitting of my Phonak Titanium Hearing Aids in June, I have made and kept a few notes to see if the improvement in my hearing has added further quality to my general day to day living."

"These notes are somewhat random, but are a true record of some activities I have been involved with."

19TH JUNE 2016

"Today I was fitted with my new Phonak Titanium in-the-canal hearing aids - rang my wife from the city centre on my mobile, something I couldn't have done previously because of background noise."

20 JUNE 2017

"Thought I'd get some brownie points by whipping round with the Dyson. I thought the Dyson had powered down as the noise from it reduced considerably... It was the aids reducing the sound!"

7TH JULY 2017

"My good lady and I are out for

lunch with her brother and his wife. We were outside on the terrace at Ribby Hall. Lovely venue, great food; however the music speakers were a bit loud for the brother in law. I was fine with our conversations didn't find the music a problem."

2ND AUGUST 2017

"A visit for my Glaucoma check. The chap that does it is very good, but I suppose doing hundreds can be a bit tedious, hence he has been known to mumble... with the aids in place, I never once had to ask him to repeat what he said."

3RD AUGUST 2017

"Out with old work colleagues for lunch. Didn't say I had my new aids in. Never once had to ask anyone to repeat what was being talked about. After eating I showed the aids to the group. Dave took Irene's details!"

5RD AUGUST 2017

"On to Deepdale for first Preston Northend league match. Lots of noise from a big crowd!! If anyone can invent a hearing aid that can cut out the comments from the 'experts' sitting in the stands they will make a fortune!"

8TH AUGUST 2017

"Visit to the chiropractor. Sometimes when you are face down and being manipulated it is easy to miss what is being said. Today went very well."

17TH AUGUST 2017

"Out for lunch. My pal John is the same age and background. I noticed I didn't miss things in general conversation like he was doing."

23RD AUGUST 2017

"Working today. I notice I am much better at hearing female voices than I was. It has been embarrassing at times in the recent past struggling with softer voices, not really experiencing that now."





WIDEX[®]

HIGH DEFINITION HEARING



LIFE WITHOUT LIMITS

Widex Beyond

Made for iPhone hearing aid - Made for you

With the new Beyond hearing aid from Widex, you can enjoy the best that life has to offer. No other made-for-iPhone hearing solution sounds as good. And no other hearing aid offers the same possibilities to connect to the world around you.

Your always in control with the Widex Beyond hearing aid - you can hear your mobile phone in both ears, stream music, adjust your hearing aid settings and chat to family and friends using facebook.

With leading edge sound and Bluetooth connectivity, Widex Beyond gives you the best sound possible, based on where you happen to find yourself-whether it's in your car, at a concert or on a busy street.

THE PERSONALIZED BEYOND APP IS INTUITIVE TO USE

- Adjust volume on two hearing aids individually
- Choose between clarity of speech & comfort
- Select directionality of microphones
- Update your hearing aids at the touch of a button
- Create personal programmes with your own pictures
- Find your hearing aids anytime and anywhere

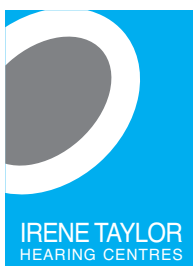


A testimonial from one of our Beyond wearers

"Connectivity with the iPhone is more than just a gimmick, my phone rings in my ears and I can answer calls hands free without disturbing others."

"I can vary the tone of my hearing aids with the downloaded app, and I can change direction of the microphone to hear those behind me when I'm driving or to suit if I'm stuck at the end of a restaurant table."

**Turney Logan
Preston**



**£100 discount off a pair of
Widex Beyond hearing aids at
Irene Taylor Hearing Centres**

Please pass this voucher to a relative or friend if you do not need hearing aids at the moment

Terms and Conditions apply. One voucher per fitting. Valid until 28th February 2018.

Accessories by Post

Sometimes it's difficult to call in and collect repeat batteries, wax guards and other essentials for your hearing aids.

If you require any accessories for your hearing aids please ring us and we can post them to you the same day. Ring Kate on 01772 252411 for Preston area or Anna on 015242 73589 for Kirkby Lonsdale area.



HEARING AID CARE FOR WINTER

Now that the cold weather is here and it's getting colder and wetter, you need to take extra care of you hearing aids.

It's unlikely that your hearing aids will be affected by low temperatures, the real problem is caused by condensation which occurs when you go from being outside in the cold, to coming inside your warm and cosy home. It's easier than you think to work up a sweat when your outdoors in winter, especially if you're

doing something active like clearing leaves, taking part in sport or even going for a brisk walk. Humidity, perspiration and condensation can ruin the microphone and receiver, clog the tubing or wax guard and cause corrosion.

Here are some signs your hearing aids may have been damaged by moisture

- Your hearing aids cut out during loud noises
- Your hearing aids stop working, then suddenly begin working again
- Sound seems to fade, or come and go
- Sound is accompanied by static
- Sounds are unclear or distorted

If you have any of these problems with your hearing aids, turn them off and try using new batteries. Remove any moisture from where the batteries touch the hearing aids with a dry cotton swab and make sure the earmould or wax guards aren't clogged with wax or moisture.



**Batteries now
£20 for box of 60
SAVE £10!**

Looking After Your Hearing Aids Has Never Been Simpler...

At Irene Taylor Hearing Centres we like to offer all the products you could ever require to ensure you are always getting the best out of your hearing devices.

The Portable Hearing Aid Drying box is a perfect accessory that can actually extend the life of your hearing aids. It has a special drying cycle that kills 99.9%* of germs and with an automatic turn-off function it is very simple and safe to use. For further information or to arrange a demonstration please call Kate on 01772 252411 for Preston area or Anna on 015242 73589 for Kirkby Lonsdale.

**Kills
99.9% of
germs***

**UV-C
2 x 6 min
Drying
3h 48min**

**ONLY
£59.99**



*Approved by Bureau Veritas

Really simple solutions to hearing problems

Technology has advanced so much over the last few years there is now a solution to most everyday hearing problems you may encounter. There is usually an answer to the most challenging problems, let us design a package that is tailor made for your unique lifestyle.

Can't hear the TV



Widex TV DEX



Direct sound from TV



Can't hear the landline



Phonak DECT 2 phone



Effortless conversation on phone



Can't hear the mobile phone



iPhone



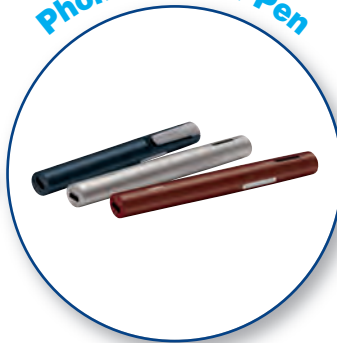
Clear signal to both ears



Can't hear in background noise



Phonak Roger Pen



Greater understanding in noise

