

The latest techniques and treatments to ensure a speedy and healthy recovery are currently offered from the following hearing care professional:

Do You  
Hear  
**Ringing**  
In Your  
Ears?

#### WHAT IS TINNITUS?

Tinnitus, pronounced TIN-ih-tus or tih-NIGHT-us, is the perception of sound in one or both ears. Often described as a ringing, hissing, or whistling sound that ranges in intensity from very mild to severe.

Tinnitus affects more than 50 million Americans to various degrees.

At least 12 million of those suffer enough to seek medical attention.

## taking the first step toward relief

If you suspect that you have tinnitus, you should schedule an evaluation with an audiologist specializing in appropriate tinnitus treatment and therapy programs. After a complete hearing examination, you may be referred for a medical examination by an ear, nose, and throat physician (ENT).

The physician will determine if you need some form of medical treatment. If it is determined that sound therapy should be pursued, your audiologist will fit you with sound generator devices. These are usually small, ear-worn devices that generate soft, soothing sounds similar to a bathroom shower or to gently falling rain.



To learn more about tinnitus visit our website at: [www.generalhearing.com](http://www.generalhearing.com)

The leading non-profit tinnitus organization, The American Tinnitus Association at: [www.ata.org](http://www.ata.org)

Find out how you can get relief from Tinnitus.



# tinnitus is a symptom...

## NOT A DISEASE !

There are various conditions (almost always benign) that can trigger tinnitus such as aging, medications, jaw alignment (TMJ), ear wax, noise-induced hearing loss, exposure to sudden impact noise, and other medical conditions. However, discovering that you have tinnitus does not automatically mean that you have a serious medical condition.

## A variety of therapy devices...



Tranquil COE



Tranquil Simplicity



Tranquil Combo



Tranquil BTE

You'll be comforted to know that Tranquil brand instruments developed by General Hearing Instruments, Inc. have helped restore an active, enjoyable life to affected tinnitus sufferers. General Hearing has been an innovator in the hearing industry since 1984.

### THE TRANQUIL ADVANTAGE...

- In-The-Ear and
- Behind-The-Ear devices
- Amplification availability
- Reliability
- Community support
- Established manufacturer
- Best-in-class Warranty
- Used in clinics nationwide

"Nearly 80% of tinnitus sufferers who have used Tranquil or Tranquil plus tinnitus management counseling report a successful conclusion to their treatment."



## About tinnitus treatment devices.

### HOW TINNITUS TREATMENT PRODUCTS WORK.

Imagine a candle in the middle of a pitch-black room. Although it's a tiny flame, all your attention is focused on it. But as you gradually turn up the light in the room, the contrast between the candlelight and the surrounding light is barely noticeable. That's the same theory we use to treat tinnitus. In effect, sound is introduced to lessen the contrast between the tinnitus and quiet surroundings.

The Tranquil sound generator distracts your brain's attention from its focus on the tinnitus so that it becomes less and less noticeable. In some cases, tinnitus may be accompanied by a decrease in hearing ability. General Hearing also offers a complete line of combination hearing aid/sound generators to provide relief to those who have tinnitus and a hearing loss.



COE



OTE

### TINNITUS TREATMENT DEVICES.

Tinnitus devices are available in custom Canal-Open-Ear (COE) or non-custom Over-The-Ear (OTE) styles. Both devices are very comfortable to wear for long periods of time - even while sleeping.

Tranquil sound generators are for those who have tinnitus, but do not require hearing amplification. Combo devices are for those individuals who require a tinnitus sound generator with hearing amplification. Hyperacusis devices are available for those with acute sound sensitivity.