



PRESS RELEASE

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What's that constant ringing sound?

ALMOST 30% of people¹ experience a ringing sensation in their ears at some point in their lives, but what if that sound never went away? Tinnitus is often an uncomfortable, irritating and isolating condition with currently one in 10 people² having to live with this every day. That is why Specsavers audiologists are urging Brits to look after their hearing this Tinnitus Awareness Week (February 4-11).

Specsavers Chief Audiologist Gordon Harrison says: 'Tinnitus is very common and can occur at any age. Although it is more common in people who have a hearing loss or other ear problems it can also occur in people who don't suffer with a hearing loss, particularly if they don't look after their hearing.'

'People who work with loud noises should always make sure they are wearing hearing protection, especially those who work with loud music, loud machinery and those who are exposed to loud bangs or go clubbing frequently.'

'You also need to exercise caution when you're wearing your headphones too, as you could be at risk of developing tinnitus. To stay safe you should never listen to your music above 60% volume and you should also give your ears a break every hour too.'

¹ <https://www.tinnitus.org.uk/Pages/FAQs/Category/what-is-tinnitus>

² <https://www.tinnitus.org.uk/Pages/FAQs/Category/what-is-tinnitus>

Gordon suggests that if you start experiencing a ringing, buzzing, whizzing or humming sensation in your hearing you should make an appointment with your local Specsavers audiologist.

He says: 'Your audiologist will be able to look in your ears and make sure there are no signs of excess wax or infection. There may be a possibility that you will need to be referred on to an ear, nose and throat (ENT) specialist.

'While there is currently no cure for tinnitus, there are a number of measures you can take to make life more bearable. Hearing aids can be helpful particularly for those who already have some hearing loss and cognitive behavioural therapy can help too. Another thing that could prove to be helpful is the use of background noise in quiet situations. This could include sounds such as music, the radio or natural sounds in the environment.'

Specsavers recommends that those over the age of 55 should have their hearing checked every two years, and if you are concerned about your hearing make an appointment to see your Specsavers audiologist. To find out where your nearest Specsavers store is or to book a hearing check visit www.specsavers.co.uk/hearing.

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Issued by Beattie Communications on behalf of Specsavers

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Specsavers notes to editors

- Specsavers is a partnership of almost 2,000 locally-run businesses throughout the world -all committed to delivering high quality, affordable optical and hearing care in the communities they serve.

- Each store is part-owned and managed by its own joint venture partners who are supported by key specialists in support offices
- More than 36 million customers used Specsavers in 2017 and the partnership had a turnover of more than £2.6bn.
- More than one in three people who wear glasses in the UK buy them from Specsavers.
- Specsavers is a champion of the National Health Service – of its 19.2m customers in the UK, 60% are from the NHS and the company is the largest provider of free NHS digital hearing aids
- Specsavers supports several UK charities and is in partnership with RNIB for a public awareness campaign to transform the nation's eye health.