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Three exercises for muscles you didn't know needed exercising

We all know that exercise is vital for our health. Whether it's going to the gym, a brisk walk or busting out the moves in a Zumba class, getting our bodies moving and heart rate up is important. But what about our senses?

Our eyes and ears are just as important as our other organs and need to have a work out to remain healthy too. That is why Specsavers Opticians and Audiologists are encouraging people to exercise the vital muscles that help them to see and hear.

Do a crossword

It might not seem obvious, but mind puzzles can really help with hearing as they get your brain juices flowing and prevent brain cells and connections from shrinking or getting damaged.

Gordon Harrison, Specsavers Chief Audiologist, says: 'Exercising your ears can help keep your hearing strong and it doesn't need to be hard work. As the brain is an internal translator, you can improve its ability to distinguish sound by improving its functionality. That's why mind games are a powerful tool in not only improving mental focus, but our listening too.'

Overload and filter

People with hearing loss can often find it distracting if they are in a loud and bustling environment. That is why practising sound filtering – where you hone in on certain sounds among noisy distractions – is important.

'Exercising your ears using sound filtering will help to keep your hearing sharp,' says Gordon. 'And by doing this regularly it will help you focus on conversations even when

you're in a noisy space. The best way to practise is by overloading the room you're in with different noises, perhaps turn the TV on as well as the radio, open the window and then ask a friend to walk around the room while speaking to you. Close your eyes while you try to hear what they are saying and from where in the room. This helps to strengthen your hearing as you're relying on your mind rather than your sight.'

The 20-20-20 rule

Life these days means more and more of us are stuck behind screens, which isn't great news for our eyes. That is why it's so important we allow our eyes plenty of rest to avoid eye strain.

Dr Nigel Best, Specsavers Clinical Spokesperson, says: 'Our eyes are not designed to be fixated on a single object for a long period of time which is why they can often become strained when we sit at a computer all day. However, the '20-20-20 rule' where you look at something 20ft away, for 20 seconds, every 20 minutes, can help.'

Specsavers recommends everyone should get an eye test once every two years and those over 55 should get their hearing checked once a year. For further information or to book an appointment visit: <https://www.specsavers.co.uk/>

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Issued by Beattie Communications on behalf of Specsavers.

[specsavers.com](https://www.specsavers.com)



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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 are registered with Specsavers and the partnership had a turnover of more than £2.6bn in 2017/18
- 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 22.2m customers in the UK, 55% 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.
- Specsavers runs a home-visiting service in the UK and Ireland for those who cannot get to their local store unaccompanied.