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## Binns Hearing... heard on the Airwaves!



Lisa and Eddie pictured with Andrew and Georkey, presenters of the BBC Radio Leeds Breakfast Show.

All the sounds of life

The smallest wireless  
external receiver  
device in the world



**YES**<sup>™</sup>

PHONAK life is on

**The beginning of March was an exciting time for the team at Binns Hearing Healthcare. Lisa and Eddie Binns were invited to give a radio interview on the BBC Leeds Breakfast show with presenters, Andrew and Georkey.**

It was the first time Lisa had participated in a radio interview and so, understandably, she was more than a little nervous! But, we're glad to report, it all went really well and the audience were able to hear all about Binns Hearing Healthcare and how they look after the hearing protection for many prominent local musicians, including the Kaiser Chiefs and Smokey.

Then, later that week, Lisa was interviewed by 'The Pulse of West Yorkshire' Radio in their news bulletins, acknowledging her and Binns' achievements, and they were also featured in several local newspapers!

With such high profile awards as 'Audiologist of the Year' and 'Centre of Excellence' it looks as if Binns Hearing Healthcare, and especially Lisa, will have an exciting year ahead!

CALLING ALL WEST YORKSHIRE GOLFERS...

# Is your Hearing up to 'Par'?



**Playing Golf could damage your hearing - according to a recent research study published in the British Medical Journal.**

The research suggests that the latest designs of titanium golf clubs cause a 'sonic boom' when they make contact with a golf ball, which could result in a temporary or even permanent hearing loss for those who play golf on a regular basis. In the tests, the loudest offending club recorded an impact sound in the region of 130 decibels – similar to the sound pressure level of a jet engine or a gun shot!

"The problem is due to impact noise when the thin faced Titanium club contacts the ball. There are at least six different types of Titanium golf clubs and many more types of golf balls. They have all been developed using materials designed to increase speed which in turn increases sound" explained Lisa from Binns.

Long or repeated exposure to sound above 80 decibels can cause hearing loss. Therefore, this sound level would be adequate to cause temporary or even permanent nerve damage to the inner ear. So this could, as ludicrous as it seems, affect those who have played golf on a regular basis for some time, especially keen golfers who perhaps practice at a golf range several times a week".

As a result of the published research, the team at Binns have decided to offer all West Yorkshire golfers who have concerns about their hearing health a chance to have their hearing professionally checked for FREE.

## GOLFERS' HEARING MONTH

Throughout May all members of Golf Clubs in West Yorkshire will be able to book a Hearing Check at Binns Hearing Healthcare for FREE. This will enable the hearing professionals to carry out some research of their own to see if, in fact, playing golf does in fact damage hearing.

This is also a great opportunity for all golfers to have their hearing professionally assessed and, perhaps, to explore the idea of hearing protection – Binns Hearing Healthcare does offer a range of protective ear plugs for many sporting activities for those who have concerns about their hearing health.

To book your FREE Hearing Check call Binns Hearing Healthcare on **01274 622666** now. To qualify, please have the name of your Golf Club and your membership number to hand.

# The Answer is YES!

**Audeo YES from Phonak – the worlds smallest completely wireless hearing system, now available at Binns!**

Designed by Phonak the Audeo YES is a smart thinking hearing instrument that sets new standards. It is the worlds smallest completely wireless hearing system and is equipped with the most recent and most powerful technology for hearing systems.



Audeo Yes lets you:

- Hear a full spectrum of sounds - no matter what your hearing loss.
- Hear better in background noise and noisy situations.
- Connect to your MP3 player, computer, television and other Bluetooth enabled devices.
- Express yourself with stylish design, Audeo YES offers more than high-tech. It is comfortable to wear and matches your individual lifestyle.
- Choose from 17 different colour combinations!

For more information on the Audeo YES and how you could benefit from this new amazing instrument, contact us at Binns Hearing Healthcare.

## Bluetooth - What's it all about?

**Bluetooth is a wireless technology that enables electronic devices such as mobile phones, computers, satellite navigators and digital camera's to connect to one another.**

A Bluetooth connection works within a specific distance and has a number of features which can simplify our daily lives. More and more devices are being fitted with Bluetooth technology to make our lives that little bit easier. Speak to us at Binns and we'll tell you how new hearing instrument accessories featuring Bluetooth can connect you to the modern world.

The instruments above are all fitted with wireless capability and allow the sound from either your TV or Telephone to be streamed direct to you ear via the iCom receiver. The communication packs include an iCom and wither a Siemens Gigaset Landline Phone or VOIIS TV Transmitter. You can step into a whole new world of communication and experience even more from your hearing instruments with this fantastic offer. To find out how you can take advantage of this limited special offer, or for more information call 01274 622666.

**Free TV or Telephone Pack for Binns customers – exclusive limited offer!**

During the months of March and April Binns Hearing Healthcare are offering a free TV or Telephone pack on Phonak CORE binaural products.

Purchase 2 of any of the products below and you will be legible for a **free** communication pack.

- Exélia
- Audéo YES
- Versáta
- Cértena
- Naída



## TESTIMONIAL

“

My life has changed. I now hear better than I can ever remember. I can hear all my students in tutorials and lectures and my colleagues in meetings and other contacts in the various social situations of everyday life.

”

Prof. Diana Anderson



## The Next Generation...

I would like to take this opportunity to introduce you to our extended family.

I have now completed my family with a second son called Max who will no doubt be a good sparring partner for his brother Ben who is 2 years older than him. Both boys are very well, but as a lot of you know who have had boys, are very challenging! Many of you may meet them in good time as we

continue the family tradition of encouraging them to help and participate like their mother did! However when the time comes their interests may well be very different. Ben is certainly going to start stage school with his keen acting ability that he is finely honing at the moment. Max is very interested in his brother especially where he is and what he is doing!

Lisa Binns



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