



A hearing professional gives Boomers an earful

“WHO TURNED DOWN MY HEARING?”

“Sex, drugs, and rock & roll” was the Sixties party slogan. One local Audiology professional claims it will end up as “sex, drugs, and hearing aids.”

“Listen up, Boomers, while you still can,” says Steve Chargo, a local hearing clinician, “Boomers’ ears have taken way too many knock-out punches.” Knock-out punches is Chargo’s analogy for sounds loud enough to cause ringing. “The Boomers now turning 60 have ears damaged by 40 years of amplified sound. They need help now, to simply keep what’s left.”

Chargo’s advice—from a guy with a Masters degree in Audiology and over 20 years of experience—is hard to take. After all, there are hip and educated Boomers (reading this article?) who used to believe that ringing ears after a great concert was just a fact of life. Chargo counters sharply,

“If your arm got shorter every time you went to a loud concert, would you accept that as a fact of life?”

No, probably not—now that you put it that way.

The message is that hearing is like a rubber band that only has so many stretches in it. Each stretch causes more damage until finally it stops springing back—and breaks.

At the hearing clinic that Chargo owns with two partners, Boomers are coming in for hearing tests, not because they believe it’s time for a hearing aid, but because they don’t want any more damage.

“They’re either getting custom-fitted ‘active’ earplugs, that soften all sounds equally, for things like concerts, race-tracks, or any other noisy activity; or they’re getting the new CIC [completely in the canal] digital hearing devices that are pretty much invisible.” (Shown here.)



A professional has to take impressions of the ear for either the active earplugs or

the digital hearing aids. And if you want a price break on a hearing device (that could cost

several times what eyeglasses cost), find a clinic that manufactures their own product, advises Chargo, who is himself a Boomer.

Because of the special hearing needs of Boomers, Chargo invites them (and their parents) for a free hearing assessment at his clinic, Affinity Hearing—which manufactures its own brand of instruments, as well as offering many major brands.

Remember: Louder equals shorter.

Affinity Hearing will be offering complimentary and confidential hearing evaluations for four days beginning Tuesday, June 14.

Call 763 - 744 - 1190 for an appointment and directions.



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