

HEAR & NOW

Your community hearing health newsletter



Why Is It So Hard to Hear in a Crowd?

You're sitting around a table with friends. Someone is telling a story, another conversation starts beside you, dishes are clattering and there's music playing somewhere in the background. Suddenly, following one voice takes a lot more effort. Sound familiar? **Your ears are hearing a lot at once.**

Understanding speech in a busy environment is a pretty impressive job. Your hearing system has to take in all of the sounds around you while your brain works to identify the voice you want to hear and separate it from everything else. Research continues to show that understanding speech in noise depends on more than simply hearing whether a sound is loud enough. Hearing sensitivity, auditory processing and cognitive skills can all play a role, particularly as we get older. So if a crowded restaurant feels more challenging than a quiet conversation at home, **that does not necessarily mean your hearing aids aren't working.**

A Few Ways to Make Group Conversations Easier:

- Get a little closer.**
Distance matters. When possible, sit closer to the people you most want to hear.
- Choose your seat strategically.**
Look for a spot away from speakers, televisions, kitchens or other sources of background noise.
- Face the conversation.**
Seeing facial expressions and other visual cues

can provide helpful information when listening gets difficult.

Give your hearing aids a little help.
Today's hearing technology can automatically adapt to different environments, and some hearing aids also offer programs, apps or accessories designed specifically for challenging listening situations.

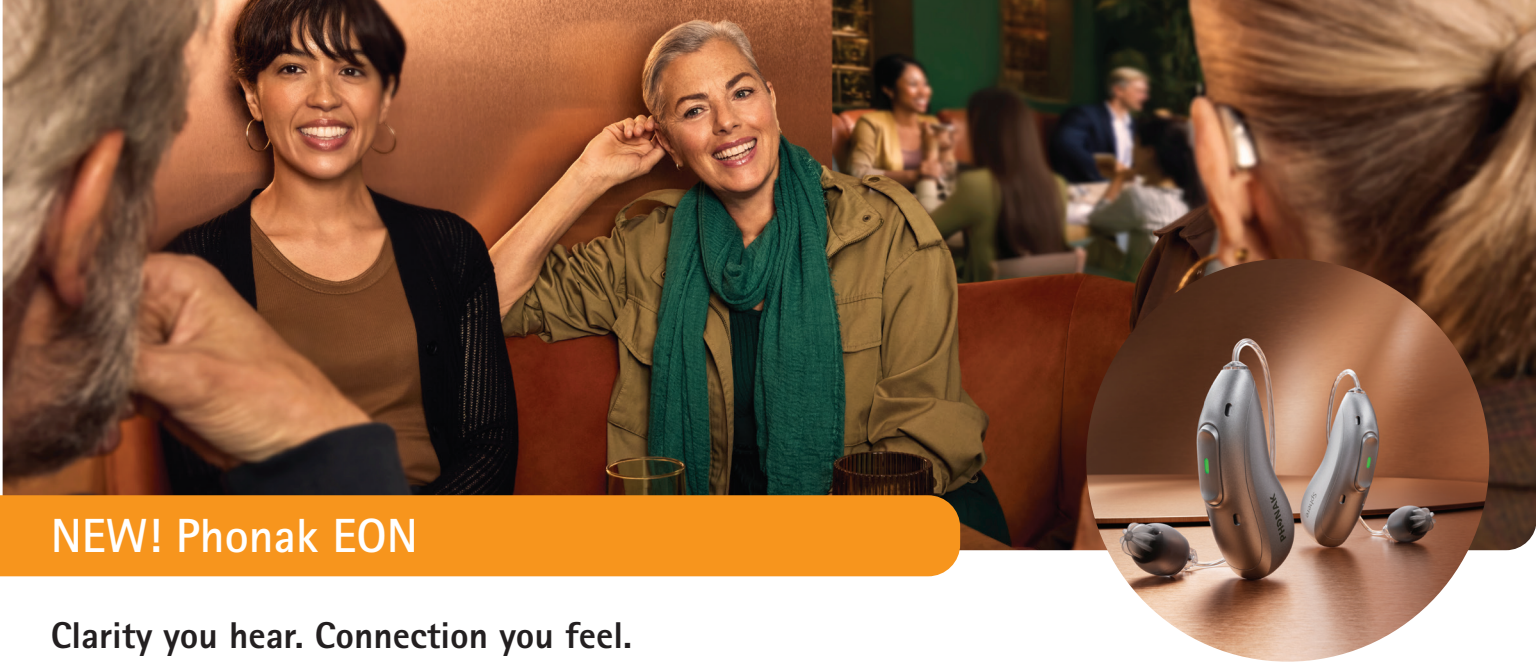
Tell us where you're struggling.
A restaurant, card game or family dinner may sound very different from our office. If there's a situation where you consistently have trouble hearing, tell your hearing care provider. Fine-tuning your hearing aids around your everyday listening needs can make a difference. Recent 2026 research also continues to explore how hearing aids affect the way the brain responds while listening to speech in noise, reinforcing just how much more is happening than simply "turning up the volume."

Keep showing up for the conversations.
Most importantly, don't let a noisy room convince you to sit one out.

You've already taken an important step by treating your hearing. Keep wearing your hearing aids, keep joining the conversation and let your hearing care team know when something could be better.

Sometimes a small adjustment can make your favorite places a whole lot easier to enjoy.

Product Spotlight



NEW! Phonak EON

Clarity you hear. Connection you feel.

True clarity isn't just about hearing better; it's about feeling more present, more human, more alive. Meet Phonak EON: with the most natural sound available. Powered by PhonakAI, it **adapts seamlessly** to your environment for **clear, natural sound** that **keeps you connected** to the people and moments in your life. You can enjoy:



Clarity that speaks for itself

Advanced AI innovation drives enhanced listening performance, making conversations easier so you can focus on life



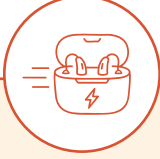
Be more connected than before

Stream music, take calls or enjoy Auracast™ broadcast audio seamlessly to your hearing instruments



Designed to remove limits

Crafted to deliver all-day comfort and durability, allowing you to keep up with your active lifestyle no matter where you go



Stay powered on the go

Be ready for whatever the day brings with compact, easy-to-use charging that keeps you in the conversation

Call us today to schedule your consultation and risk-free demonstration!

Fun Fact: Why Do Fall Leaves Crunch?

There may be no sound more distinctly fall than crunch, crunch, crunch under your feet. But why are some leaves so satisfyingly crunchy while others barely make a sound? It comes down largely to moisture.

As fallen leaves dry out, they lose water and become more rigid and brittle. Step on them and their dried structure fractures, creating all of those little snaps and crackles we associate with a crisp fall walk.

Leaves that are still damp stay softer and more flexible, which explains why yesterday's crunchy pile may suddenly go quiet after a rainy night.

Just one more little sound that makes fall sound like fall.

Tomato Time: A Fresh Fall Favorite



Have a few tomatoes still hanging on in the garden? That last harvest may be one of the best parts of the season.

Fresh tomatoes are packed with flavor and easy to work into just about anything. Slice them for sandwiches, toss them into pasta or salads, roast them with a few vegetables, or simmer them into a simple homemade sauce.

They're good for you, too! Tomatoes are a great source of vitamin C, and their rich red color comes from lycopene, a naturally occurring antioxidant. They also provide potassium, an important nutrient that helps support heart health and healthy blood pressure.

And if you happen to have more tomatoes than you know what to do with, we have just the answer: homemade tomato soup.

Warm, comforting and a perfect way to enjoy one last taste of summer.

Recipe: Homemade Tomato Soup

Ingredients:

- 3 pounds ripe tomatoes
- 4 cloves garlic peeled
- 1/2 onion diced
- 1/2 red bell pepper diced
- 2 tablespoons olive oil
- salt and black pepper to taste
- 1/2 teaspoon dried basil
- 1/2 teaspoon dried oregano
- 2 cups chicken broth
- 2 tablespoons fresh herbs such as basil, parsley, oregano
- 1/4 cup shredded Parmesan cheese for garnish, optional
- 1/2 cup heavy whipping cream optional
- thinly sliced fresh basil leaves for garnish, optional

Instructions:

- 1 Preheat oven to 450°F.
- 2 Wash the tomatoes or peel them if desired (see notes). Cut smaller apricot sized tomatoes in half and cut larger tomatoes into quarters or eighths.
- 3 Place tomatoes, garlic, onion, bell pepper, olive oil, salt, pepper and dried herbs on a large, rimmed baking sheet.
- 4 Roast 25 minutes, stirring after 15 minutes. Turn oven to broil and broil 3-4 minutes or until some of the tomatoes get a little bit of char color on them.
- 5 Bring chicken broth to a boil, add tomatoes, and fresh herbs. Using a blender or hand blender to blend the mixture until smooth and creamy. Add heavy cream if using.
- 6 Top with parmesan cheese, croutons, or a drizzle of heavy cream.

