

YOUR EARS ARE FRAGILE

You could be losing your hearing. Once it's gone, it's gone.



Noise induced hearing loss can occur at any age depending on how loud, how long and how often you are exposed to noise. Often, you won't realise you've damaged your hearing until it's gone.

It's never too early to look after your ears. Here are some simple tips your can follow to make listening safer.

WHAT HAPPENS TO MY EARS WHEN I LISTEN TO LOUD MUSIC?

Think of the hair cells in your ears being like a patch of grass and loud music being like people trampling on the grass.

Before anyone walks on the grass, the blades **stand up right**. But, as people walk on the grass the blades become flattened. If people stop walking on the grass, after a few days, some blades of grass might pop back up and stand straight again.

But, if people continue to trample on the grass, the grass begins to die, and the **damage becomes permanent**.







It's the same with loud music. If you listen for too long and too loud your ear's hair cells become damaged. If you constantly continue to listen to loud music, the damage to your hearing will become permanent.

DID YOU KNOW THAT YOUR EARS HAVE A WEEKLY SOUND ALLOWANCE?

Think of your weekly sound allowance like a 20-litre bucket of water.



You can fill it up **slowly** over the week with just a couple of litres each day.



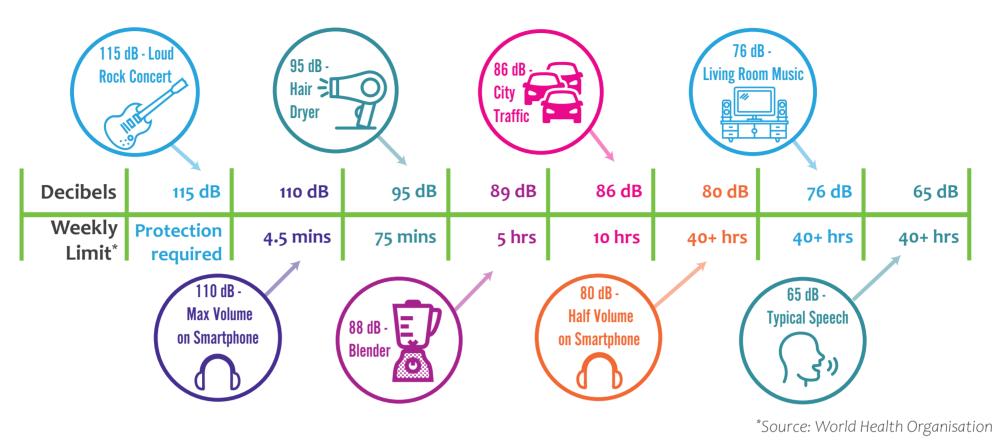
Or you can fill it up with 20 litres all in one go.



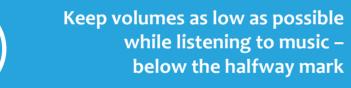
Filling the bucket up all in one go is like listening to music on max volume. This means you'll use up all your weekly sound allowance very quickly.

SAFE LISTENING WEEKLY ALLOWANCES

Use our sound guide to keep your hearing for life.



WHAT CAN I DO TO KEEP MY EARS SAFE?





Never use music to drown out other noises



Give your ears a break from music for at least five minutes every hour



Pay attention to the warning signs of hearing loss, such as sore ears or ringing in the ears



If you think it's too loud – it probably is



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