

## **NEUROMONICS TREATMENT HAS HELPED OVER 80% OF TINNITUS SUFFERERS TO FIND RELIEF THROUGH TREATMENT!**

### **About Neuromonics**

Based in Bethlehem, Pa., Neuromonics is the manufacturer and distributor of the only FDA-cleared, patented and clinically proven medical device designed for long-term significant relief of tinnitus. With research and development beginning in the early 1990's, the Neuromonics Tinnitus Treatment has treated thousands of tinnitus sufferers worldwide. Neuromonics' goal is to help tinnitus sufferers improve their quality of life and overcome the daily life challenges associated with tinnitus. For more information, visit [www.neuromonics.com](http://www.neuromonics.com).

**SOUTHWEST FLORIDA TINNITUS and HEARING CENTER** announced that it is now offering the FDA-cleared Neuromonics Tinnitus Treatment. The Treatment is proven to interact, interrupt and desensitize tinnitus by delivering a customized neural stimulus, embedded in clinically modified music. This therapy best addresses the neurological processes of tinnitus, specifically its auditory, attentional and emotional aspects. **SOUTHWEST FLORIDA TINNITUS and HEARING CENTER** is among the first centers in Lee and Collier Counties to offer the therapy. [\*\*Call \(239\) 992-HEAR \(4327\) for information and assessment.\*\*](tel:2399924327)

Tinnitus is the perception of sound in the ears or head when no external source is present. Often described as "ringing in the ears," it affects as many as 50 million people in the U.S. Within this population, 10 to 15 million sufferers seek medical treatment for severe, highly disturbing tinnitus. The Centers for Disease Control and Prevention reports that 1 million new cases of tinnitus are identified each year, of which 200,000 are severe. Tinnitus symptoms can negatively impact normal daily activities and can lead to additional medical conditions, such as anxiety, depression, sleep deprivation and elevated stress.

"Tinnitus is an awful, debilitating condition that can have a devastating impact on a patient's quality of life," said [ENT or audiologist's name], [title] at [Clinic]. "The Neuromonics Tinnitus Treatment represents a significant step forward for a condition with traditionally limited therapeutic options. By targeting underlying neurological and psychological causes, the Treatment is proven to offer long-lasting benefit. Offering the Neuromonics Treatment represents our commitment to providing patients the most effective, long-term treatments available."

## **New Understanding of Tinnitus**

Researchers have recently concluded that tinnitus is not simply an auditory problem, but also has a neurological and psychological basis. While most tinnitus cases are preceded by hearing loss, neurological factors often contribute to the deterioration in symptoms. First, the brain attempts to compensate for the hearing loss by “turning up” sounds internally. Ultimately a psychological component emerges, when the sufferer develops a “fight-or-flight” stress response to the debilitating sounds. The patient then focuses more attention on the tinnitus, perceiving it as louder and louder. Tinnitus takes increasingly significant control over their life. Thus begins a vicious cycle involving neurological, psychological and auditory factors. By targeting all three components, Neuromonics provides a long-lasting benefit for patients.

## **About the Neuromonics Tinnitus Treatment**

Neuromonics’ non-invasive, FDA-cleared device is customized to the patient's unique hearing and tinnitus profile. It delivers a customized neural stimulus that promotes neural plastic changes, allowing the brain to filter out the [disturbing tinnitus sound](#). This stimulus is delivered within spectrally modified, customized music, which engages the brain's emotional response center, the limbic system, and thereby reduces tinnitus-related disturbance. [Research published in the April 2007 issue of Ear & Hearing](#) demonstrates the Neuromonics Tinnitus Treatment yields clinically significant reduction in tinnitus disturbance in more than 90 percent of suitable patients. The Neuromonics Tinnitus Treatment is the most comprehensive, long-term therapy that targets the neurological processes of tinnitus, specifically its audiological, attention-based and emotional aspects.

Clinically administered and monitored, the Neuromonics Tinnitus Treatment is proven to yield significant long-term reduction of tinnitus disturbance. The therapy is delivered via a compact, lightweight and uniquely designed medical device. Treatment typically occurs over an approximately six-month period, with daily use recommended for two or more hours per day, especially when the tinnitus is most disturbing. The treatment can take place during regular activities such as reading, relaxing or computer work.

The Treatment involves a multi-stage process designed for optimal clinical results. In Stage One, a continuous broad frequency stimulus embedded within spectrally modified music provides a high degree of interaction and relief from the tinnitus. In Stage Two, intermittent interaction with tinnitus perception helps decrease the brain’s sensitivity to the tinnitus sound.

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