

Save Your Hearing Now

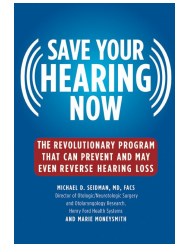
The Revolutionary Program That Can Prevent and May Even Reverse Hearing Loss

By Michael D. Seidman, MD, FACS and Marie Moneysmith

Alarm clock. Bathroom exhaust fan. Blow-dryer. Dishwasher. Garbage disposal. Bumper-to-bumper freeway traffic. Sirens. Cell phones. Televisions. Stereos. Construction zones. Vacuum cleaners. Rock concerts, loud bars, loud restaurants, wedding bands, amplified music, airplanes...

As the world we live in becomes noisier, hearing loss increases. And today's world is as noisy as it's ever been. Consider:

- Since 1990, the numbers of 40- to 59-year-olds who suffer from hearing loss has increased by 238%.
- More than 30 million Baby Boomers in the United States suffer from hearing loss.
- Nearly 15 percent of American children between the ages of five and nineteen — about two million — have hearing difficulties.



Although it's seldom discussed, hearing loss is quickly becoming a major health issue in the United States. In ***SAVE YOUR HEARING NOW*** (Warner Wellness Books; May 8, 2006; Hardcover; \$24.95), leading hearing loss expert Dr. Michael Seidman explains the various causes of hearing-related problems, then offers a comprehensive lifestyle program to help prevent, and possibly reverse, hearing loss.

"If the bad news is that noise is everywhere, aging is a given and both can harm your hearing and your health, the good news is that you now can do something about it," writes Seidman.

Seidman begins by explaining how hearing works — the intricate structure of the ear and how it translates sound vibrations into useful information. He then examines the two primary culprits of hearing loss, aging and noise, as well as less common causes like bacterial infections and pharmaceutical and over-the-counter drugs. (Even a steady intake of aspirin over time may affect hearing.)

The ***SAVE YOUR HEARING NOW*** program is comprised of four basic steps to prevent hearing loss: 1) Nutrients, 2) Diet, 3) Exercise, and 4) Ear Protection. Dr. Seidman devotes an entire chapter to each of these steps, describing in simple terms how and why to apply them to one's daily life for long-term change.

Once the ***SAVE YOUR HEARING NOW*** program has been thoroughly explained, Dr. Seidman offers a plan of action for putting it in place. The book includes space to record information about one's typical day before beginning the program, which can then be compared to a typical ***Save Your Hearing Now*** day, including menu ideas and suggested times for physical exercise. Making changes can be difficult, yes, but ***SAVE YOUR HEARING NOW*** makes it as uncomplicated as possible.

Because the emotional toll of hearing loss — the loss of the basic ability to communicate — is often quite high, ***SAVE YOUR HEARING NOW*** includes a chapter on minimizing stress and dealing with depression. In addition, Seidman offers alternative remedies for specific hearing problems, such as "buzzing" in the ears and ear infections, and he examines the advantages and disadvantages of several types of hearing aids.

For the millions of people, both young and old, who experience a degree of hearing loss on a daily basis, ***SAVE YOUR HEARING NOW*** could save not only their hearing but also their careers, and even some friendships. Backed by extensive scientific research, ***SAVE YOUR HEARING NOW*** is a dynamic, natural way to promote optimal hearing health.

About the Authors:

Michael D. Seidman, MD, FACS is a leading research physician and surgeon in the field of otolaryngology, otology & neurotology, voted in the top 1% of physicians by his peers. He received both undergraduate and medical degrees from the University of Michigan. Seidman holds several posts at Henry Ford Health Systems, is the founder and CEO of Body Language Vitamin Co., and serves as a consultant several teams in the NHL, NFL and the ABA. He lectures frequently on topics relating to hearing loss, and in 2004 he appeared before Congress with a presentation on noise pollution. He obtained a B.S. degree in human nutrition before entering medical school at the University of Michigan. He is a member of the American Tinnitus Association Scientific Advisory Committee (www.ata.org), Portland, Oregon. Additionally, he serves on the board of eight other health related companies. Dr. Seidman renders compassionate care for patients with ear and skull base tumors (acoustic neuromas etc), hearing loss and tinnitus, ear infections facial nerve disorders and other Ear Nose and Throat related conditions. In addition to clinical patient care, he studies the effects of aging, noise, hearing loss, DNA damage and the role of vitamins, minerals and antioxidants in preserving and even reversing hearing loss and other age related problems in his laboratory at Henry Ford Medical Center in Detroit. Seidman has been awarded several patents one of them is the basis for reversing age-related hearing loss.

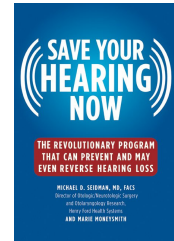
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About the Authors (continued):

Marie Moneysmith is the author of *The User's Guide to Good Fats and Bad Fats* and *The User's Guide to Camosine*, and co-author of *The User's Guide to Cartenoids and Flavenoids*. She is articles editor for *Great Life* magazine, a contributing editor for *Let's Live*, and a freelance writer whose stories have appeared in *Better Nutrition*, *The Los Angeles Times*, and *Home*.



The following list is an introduction to several nutritional supplements that 1) may reduce some of the aging processes involved in the ear 2) may slow the rapid loss of hearing in those predisposed to premature hearing loss 3) protect against microscopic damage to the receptors in the inner ear after impulse or chronic noise trauma and 4) in some cases improve hearing in some cases, especially if intervention is initiated within six weeks or less after the onset of sudden hearing loss. References: Seidman et al 2000, 2001; Kopke et al 2002; Henderson et al 2006, 2007; Campbell et al 2003; Angeli et al 2005; and others.

1. Alpha lipoic acid (ALA)
2. Acetyl-L-carnitine (ALC)
3. L-Glutathione
4. Co-enzyme Q-10 (ubiquinone or ubiquinol)
5. N-acetyl cysteine
6. Resveratrol
7. Lecithin/phosphatidylcholine
8. Essential Fatty acids
9. A great multivitamin with B complex vitamins (usually 2-4 pills/day), should be all-natural and have chelated minerals (mineral attached to an amino acid, ie calcium gluconate, citrate or glycinate; not a carbonate)
10. Quercetin (bioflavanoid)
11. Zinc

Human dose-response curves are not yet known for all of these supplements. Large ranges for safety do exist. Discuss any supplementation with your general physician, nutritionist and ear specialist prior to initiating supplementation. In certain patients, liver enzymes need to be followed and blood clotting parameters may require more frequent measurements.

Contact Dr. Segal at dsegal@perceptionplus.com or call 317-691-2369 to request more info or place an order)

1. Anti age / Energy Formula (patented formula by Michael D. Seidman, MD)
2. Multi-vitamin Formula
3. Antioxidant Formula
4. Essential oils formula (has lecithin and phosphatidyl choline and serine)

* **Dr. Michael Seidman is the Director of Product Research and Development for Visalus Sciences and is on the scientific or medical advisory boards of various companies, mostly on a volunteer basis and that he receives grant funding from the National Institute of Health and other agencies.**