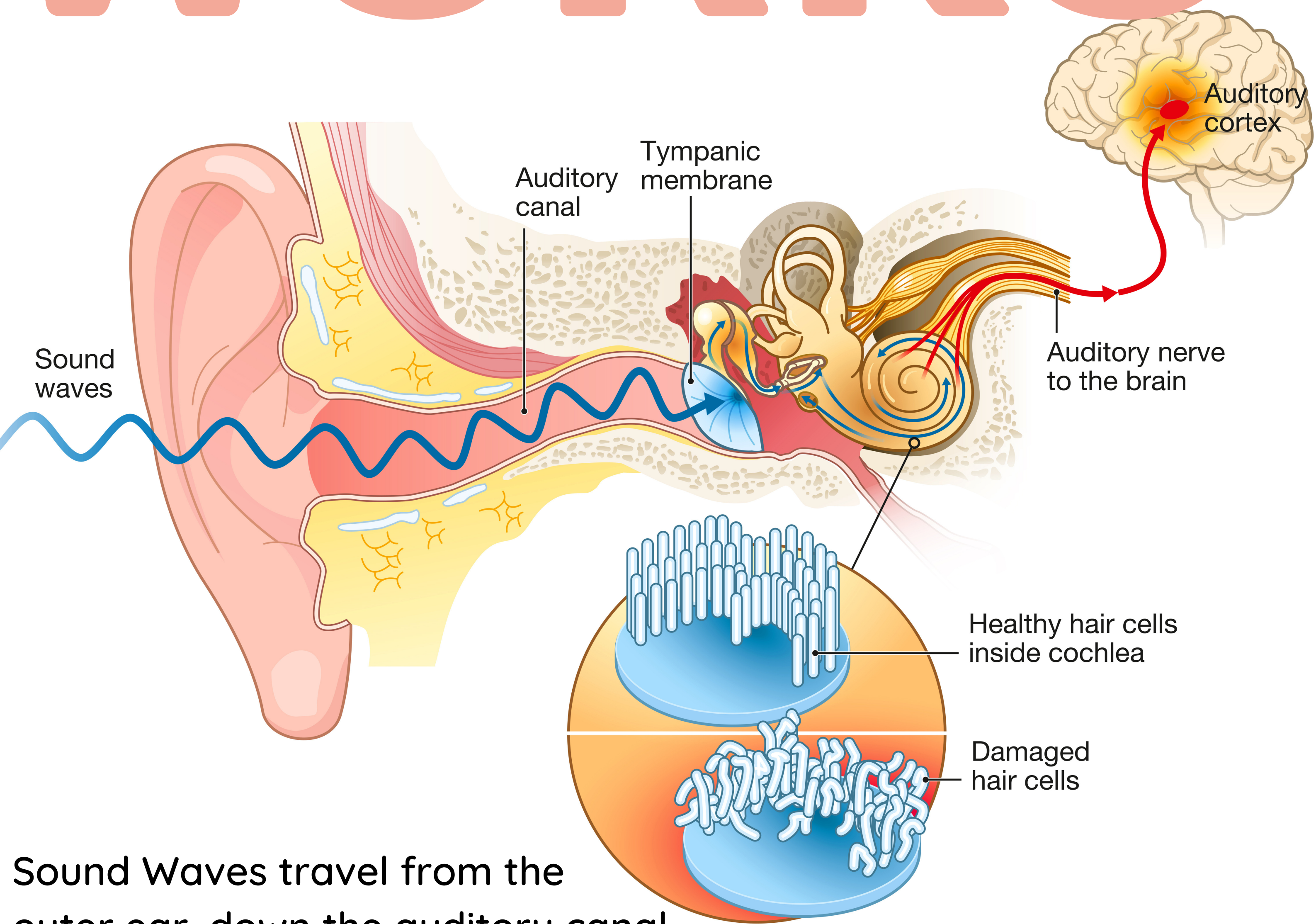


HOW HEARING WORKS



Sound Waves travel from the outer ear, down the auditory canal (middle ear), through the tympanic membrane (ear drum) into the cochlea (inner ear) where nerves (like tiny hair cells) convert the sound into signals for the brain.

One very loud sound, or prolonged exposure to moderately loud sounds can cause permanent damage to the tiny hair cells, causing noise induced hearing loss