



**Preventicum**

London Centre of Preventive Medicine

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### This month...

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### Did you know?

Do you feel SAD when the days start to get shorter and we move in to winter? Then you may be suffering from [Seasonal Affective Disorder or SAD](#), a form of winter depression that affects around 7% of the UK population every winter between September and April, in particular during December, January and February.

It is caused by a biochemical imbalance in the hypothalamus due to the shortening of daylight hours and the lack of sunlight in winter.

## "Welcome to the December issue of Preventicum E-news.

*The festive season is fast approaching and we are reaching the end of a very busy year here at Preventicum!*

*If you are struggling to find the perfect gift for a relative, friend or colleague this year, take a look at our [Preventicum gift vouchers](#) which can be used towards part or all of a [Check-Up](#).*



*As it is our last issue of E-news for 2010, we would like to take this opportunity to wish you all season's greetings and a very happy, healthy and prosperous 2011!*



*Please remember to **forward** E-news to your friends, family and colleagues!"*

**Dr Garry Savin, Medical Director**

### Protect your hearing

There are over 9 million adults in the UK who are deaf or hard of hearing, nearly 30% of whom are aged between 16 and 60.

Hearing loss can affect anyone at any age. It often occurs gradually over time, so you may not notice that you have lost some hearing until it happens.



For many people SAD can be a seriously disabling illness, preventing them from functioning normally without treatment, such as light therapy.

Around 17% of the UK population suffers from "winter blues", a milder form of the condition.

### Tip of the month

Blow the cobwebs away and get fit at the same time by taking a walk!

Get your friends and family to join in as well over the Christmas and New Year holidays by taking part in the [Festival of Winter Walks](#) organised by the Rambler's Association. There are walks taking place around the country for all ages and levels of fitness!

### Watch our movie



There are various signs that you may be experiencing hearing loss; people may seem to be mumbling or they may have to repeat things to you, you may have difficulty understanding what people are saying in noisy places or on the telephone, or other people may complain that your television or music is too loud.



Age-related hearing loss, or presbycusis, is the most common type of hearing impairment in the UK. Many people begin to lose a small amount of their hearing between the ages of 30-40.

This loss will increase with time and by the age of 80 most people will have significant hearing impairment. Age-related hearing loss occurs when the sensitive hair cells inside the cochlea (the coiled, spiral tube inside the inner ear) gradually become damaged or die.

Another common cause of hearing loss is damage to the ear from loud noises, known as acoustic trauma. It occurs when part of the delicate inner structure of the ear becomes damaged or inflamed by prolonged exposure to loud noises. Tinnitus or "ringing in the ears" may be experienced following exposure to loud noise. Even if this is only a temporary condition it may indicate damage to your hearing.

Hearing impairment can also be caused by blockages in the outer or inner ear preventing sounds from passing into the inner ear. This is known as conductive hearing loss and can be caused by a build-up of an excess amount of ear wax or of fluid caused by conditions such as glue ear or an ear infection. This type of hearing loss may only be temporary and relieved by removal of the blockage.

Sensorineural hearing loss can also occur if there is damage to the sensitive hair cells inside the cochlea or as a result of damage to the auditory nerve.

It is important to take care of your ears to ensure you keep your hearing in peak condition or to protect your hearing from further damage.

Here are a few key tips to help you:

- Do not try to remove ear wax as it helps to keep your ears healthy. Cleaning your ears with cotton buds or using over-the-counter ear drops can damage your ears. If you worried about blockages in the outer or inner ear you should consult a doctor.



## Client Testimonials

*"All the tests were carried out efficiently but more importantly it didn't feel clinical. Even the MRI scan seemed relaxing! We are both delighted and reassured to be given a clean bill of health and would highly recommend Preventicum to anyone as a 5 star establishment in its field."*  
**Darren and Anna Gough**

*"I was very impressed with the service and everything ran like clockwork. All the staff were very professional but friendly and approachable. Having the check-up has been very reassuring."*  
**Louise Martin**

*"The team at Preventicum are the most professional and experienced group of health care providers I've come across in five and half years in the UK. Thank you!"*  
**Jennifer Ploszaj**

- Prolonged exposure to loud noise can permanently damage your hearing. Always protect your ears with earplugs or earmuffs in noisy situations.
- Do not listen to music at very high volumes, particularly on your iPod. If the music is uncomfortable for you to listen to or if you cannot hear external sounds when you are wearing your headphones then the volume is too loud. A recent study showed that 80% of people listen to personal music devices at dangerous levels above background noise. The more often and the louder you play your music, the more likely it is that you will experience some hearing loss.
- Have regular hearing checks. All our [Check-Ups](#) at Preventicum include a hearing test.

If you require any further information or would like to book a [Check-Up](#), please [contact us](#).

## Give the ultimate gift this year



If you are struggling to find the perfect gift for a loved one or valued employee, please ask us for details of our Preventicum gift vouchers. These can be used towards part or all of a [Check-Up](#).

In return, you will receive up to **£200 of M&S vouchers** as a gift from us to you.

Call 020 7605 6900 for more details or [email us](#).



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