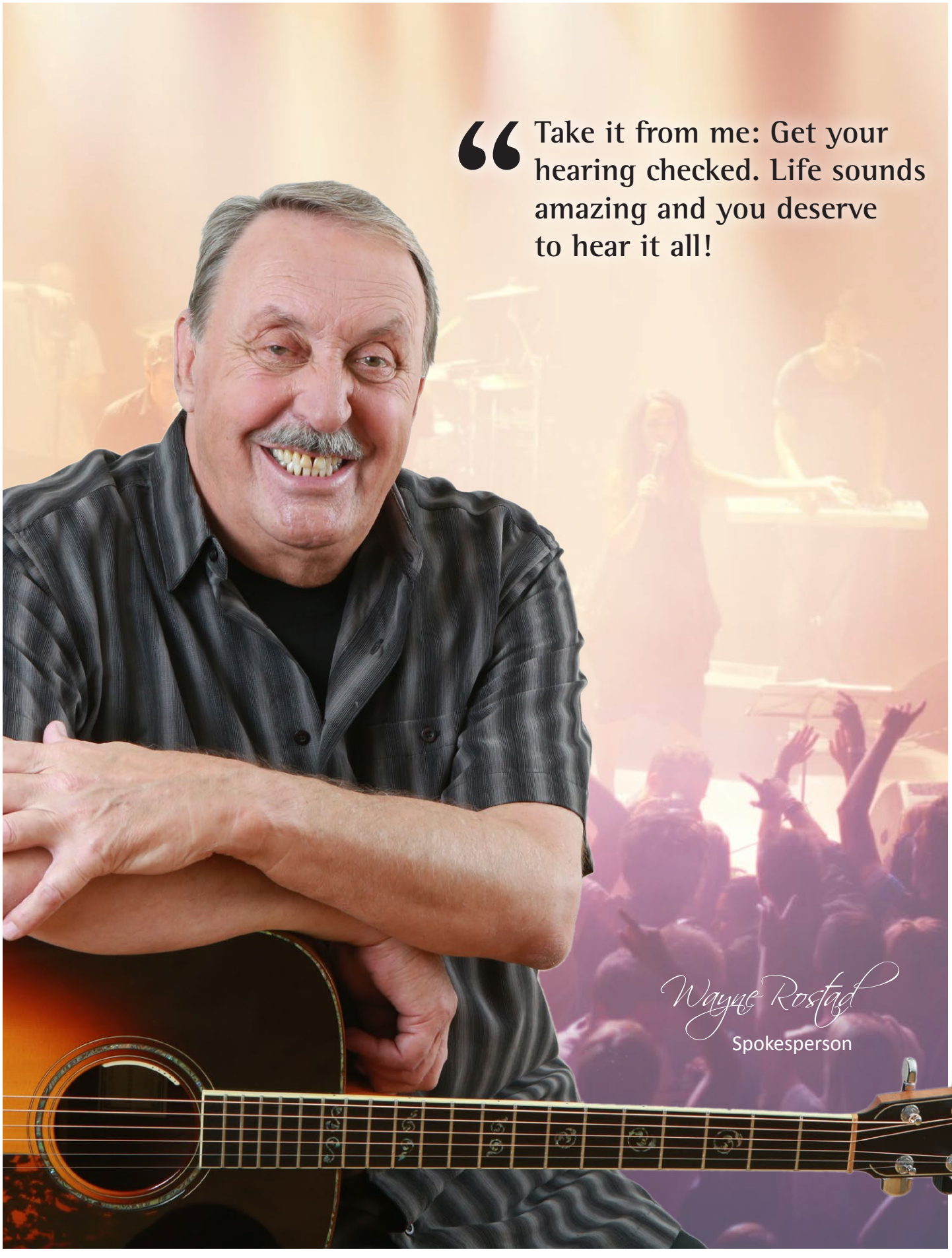
2024 HEARING AID GUIDE

What you need to know before making a purchase


“Take it from me: Get your hearing checked. Life sounds amazing and you deserve to hear it all!
Wayne Rostad
Spokesperson

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The Journey To Better Hearing Starts Here

At Davidson Hearing Aid Centres, we have seen over and over again the life-changing difference that hearing aids can make in people's day-to-day lives. By improving their conversations, many clients report that their new hearing aids allow them to build stronger relationships with family and friends. Others tell us that their hearing aids allow them to return to enjoying activities and events that they had started to avoid or dread attending. For others, hearing aids can even offer them a reduction in their daily stress and an increase in their overall energy levels. We hear so many client stories about how much more they enjoy life thanks to their new hearing aids! Whether you are looking for information for yourself, or for a loved one, we created this booklet to offer you some very valuable information that is required to make an informed decision about hearing health.

We firmly believe that the process of seeking help as your hearing fades is a journey. It begins with identifying that there is a hearing loss (often family and friends notice before you do) which can be detected by a hearing test. According to Statistics Canada[1], an estimated 54% of Canadians aged 40-79 have some degree of hearing loss (roughly 8.2 million Canadians). They also state that close to 77% are not aware of it. This acts as a reminder of the importance of scheduling a routine hearing test for those experiencing difficulties. It is recommended that adults aged 55 and up schedule a baseline hearing test.

The next step, if there is some degree of hearing loss is acknowledging the results and identifying how it might be negatively impacting your life. Are you skipping social engagements where there might be noise? Enjoying the theatre less? Dreading attending large parties? Turning the TV volume up? Or simply commenting that the people around you are mumbling? Often a discussion with your close friends and family will help shed light on what your biggest issues are. Your hearing health care professional will ask you about your hearing health and where you are experiencing difficulties hearing.

Finally, it comes time to decide whether you want to improve your hearing. We recognize that there can be a lot of uncertainty with hearing aids, technology levels, and styles. That's why we would like to help you navigate the waters. It is essential that you answer the following questions before starting on this journey. What causes hearing loss? What technology is available? What are the costs? What do they look like? What are the implications of delaying amplification? Does it matter where I buy my hearing aids? Answers to most of these questions are provided in this booklet. Our experienced team of hearing healthcare providers is here to meet with you and answer any additional questions that you have.

We look forward to working with you and your ongoing hearing needs.

[1]https://www150.statcan.gc.ca/n1/daily-quotidien/190821/dq190821c-eng.htm

Why Choose Davidson's?

- Canada's oldest family owned hearing clinic - *helping people hear since 1943*
- Family centred focus - our goal is to improve communication and strengthen relationships
- Widest selection of products
- Offer the Best Value
- Our Experienced Team
- Industry leading service
- 90 Day Satisfaction Guarantee *with no return fees*
- No charge rechargeable battery upgrades on most models

How Our Independence Benefits You

Davidson Hearing Aid Centres is a third generation family owned and operated business. Founded by W.E. Davidson in 1943, the business has grown considerably over the years. Currently, we have five clinics in Ottawa, as well as clinics in Arnprior, Brockville, Cornwall, Pembroke, and Renfrew and one opening in Kemptville spring 2024! Since the beginning, our mission has been to provide the best hearing aid technologies along with industry leading service.

A unique feature of our company is that we work with all hearing aid manufacturers, to offer our clients the very best options. Our ability to deal with all manufacturers means that we will help you choose the BEST product for YOU! Unlike an ever growing number of our competitors, which are owned by manufacturers almost exclusively offering their brands, Davidson Hearing Aid Centres remains a family owned business. This allows us to choose from all manufacturers' makes and models. Although it is true that all of the major hearing aid manufacturers now make very good hearing aids, there are significant differences in sound quality, programs, design and connectivity. Therefore, the brand which is best for one person may not be the best for the next. Our independence and relationships with all of the major hearing aid manufacturers provides us the flexibility to prescribe the best possible products to meet our patient's individual hearing needs. Our years of experience will ensure that you get the hearing aids that best suit all of your needs. We have access to all manufacturers sold in Canada and can repair any of these makes of hearing aids.

oticon life-changing technology · PHONAK life is on · ReSound rediscover hearing · signia · Starkey · WIDEX

Beltone · bernafon Your hearing · Our passion · MED EL · SIEMENS · SONIC Everyday Sounds Better · unitron

So Much More Than A Product

We all know somebody who no longer wears their hearing aids, or says that they don't work. Although there are many possible different reasons, the most common one is the fact that no matter how good new hearing aid technology is, the product doesn't fix hearing on its own. It is important to think of getting hearing aids more like getting braces for your teeth. The appliances are essential, but the ongoing adjustments and care from the orthodontist is what truly gets you the perfect smile.

As hearing health care professionals, our job is to help our clients hear as well as possible. Through our extensive hearing testing in quiet and in noise as well as going through a needs assessment, we guide you through the process of selecting hearing aids. We then ensure that they are programmed specifically for you, using the latest computer software and hearing aid verification equipment. Follow up appointments are scheduled over the 90 day trial period to ensure that everything is working just the way you want.

Over time, our needs and hearing change. Hearing aids require routine checkups to cater to hearing changes, changes in listening environments, and personal preferences. Accepting a new job, moving to a new place, starting a hobby, attending meetings, among other things, can necessitate your hearing aids to function differently. We try to meet with you every 9 months to assess changing hearing and needs, while updating the programming of your devices.

80 YEARS 1943-2023

90 Day Trial
100%
SATISFACTION GUARANTEE

90 Day Satisfaction Guarantee

We are so confident that you will truly hear a difference, that we proudly offer a 90-day Satisfaction Guarantee on all of our hearing aid fittings. Should you discover within the trial period that these new hearing aids aren't the optimal solution for you, we are committed to either exchanging them for a different model that better suits your needs or providing a full refund of your purchase. This risk-free trial ensures you can embark on the journey toward clearer, more vibrant hearing with absolute confidence. Your satisfaction remains our commitment, allowing you to embrace the world of sound!

Our 3 Part System to Better Hearing

Our goal is to help people communicate more effectively, so that they can build stronger relationships with family and friends. Over the last 80 years, we have been improving our services in order to provide the most successful outcomes. We have found that as good as the latest hearing aids are, they only play a part in achieving success. The clinician you choose to work with, plays an equally large role as do you and your family and friends.

Experienced Staff

- We have a very experienced staff, many with us 10+ and 20+ years
- Our newer clinicians are paired with an experienced mentor, to help support them in their decision making

More Continuing Education

- We set aside monthly training blocks for all of our clinicians to attend ongoing training seminars
- The more we know about products, software and solutions, the better we will be able to fit your devices

Patient Centered Care

- You play a huge role in the successful outcome
- We work with you to determine what your hearing wants and needs really are
- We value your feedback and fine tune the sound on follow up visits to better suit your needs

Family Centered Care

- Your family and close friends also play a big role in successful outcomes
- We value their feedback in determining where you are having difficulties
- We can share suggestions for them to try to make communication easier for you

Largest Choice of Products

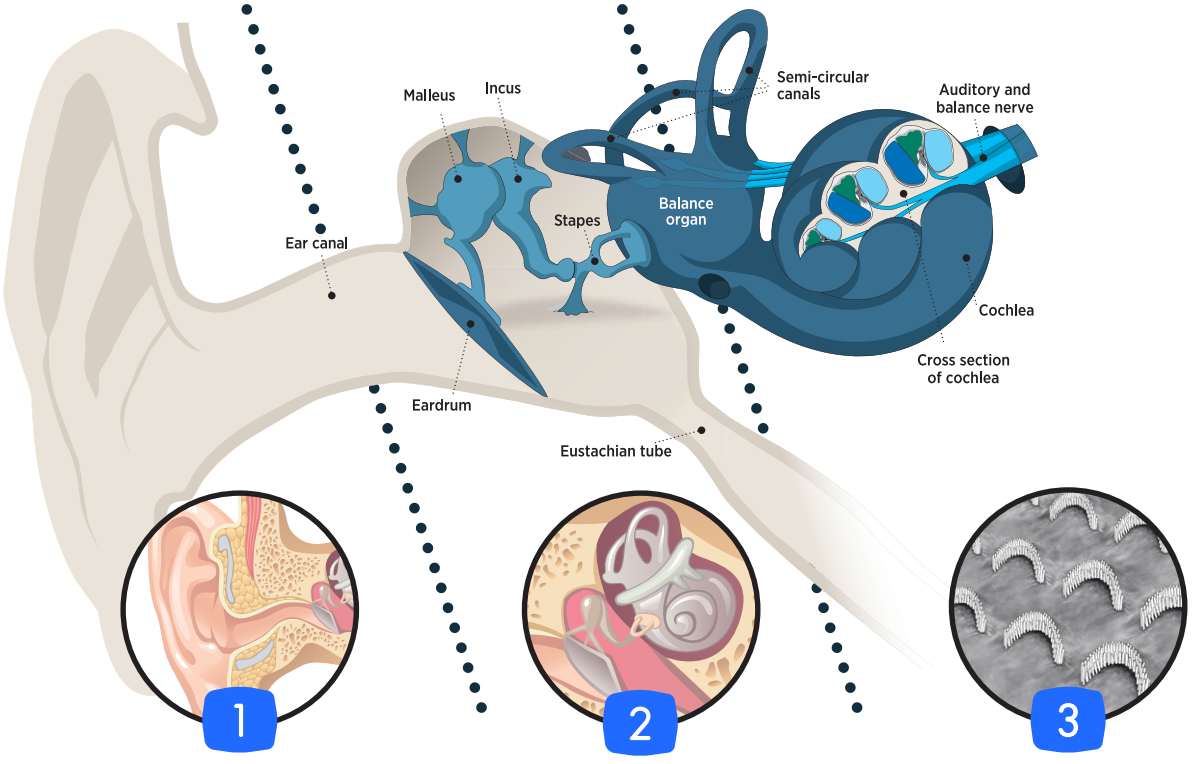
- Being an independent, family owned business, we have access to every product on the market - this is **becoming increasingly rare**
- This independence allows us to always find the best product for you

90 Day Trial Period

- We truly want you to be satisfied with your new hearing aids
- If you are not happy during the 90 Day Trial, we can exchange the hearing aids or offer a complete refund when the original hearing aids are returned

How We Hear

The human body is a complex series of systems which all interact together. How we hear is no different. The outer ear and ear canal are designed to capture sounds and are shaped specifically to amplify the speech frequencies of sounds. This naturally helps to reduce some of the other environmental sounds. As sounds funnel down the ear canal, they hit the ear drum and cause it to vibrate. As the ear drum vibrates, it moves the three smallest bones in the body, the malleus, the incus, and the stapes, which together are known as the ossicular chain. The sound waves are further amplified through the ossicles before arriving at the oval window of the cochlea. As the oval window vibrates with the bones, it begins to move the fluid in the cochlea, which causes the inner ear hair cells to vibrate. With a large enough stimulus, these hair cells transmit the signals to the auditory nerve. It is here where the physical sound is converted into an electrical impulse that the brain will receive and interpret.



Outer Ear

Sound enters into the ear canal and travels until it reaches the eardrum

Middle Ear

The eardrum vibrates and sends sound through the middle ear bones and into the inner ear

Inner Ear

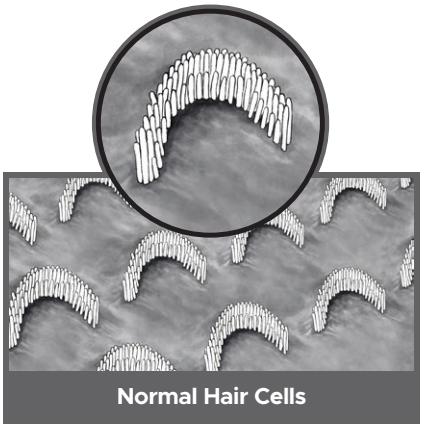
Thousands of tiny hair cells convert the sound into electrical signals that are sent to your brain

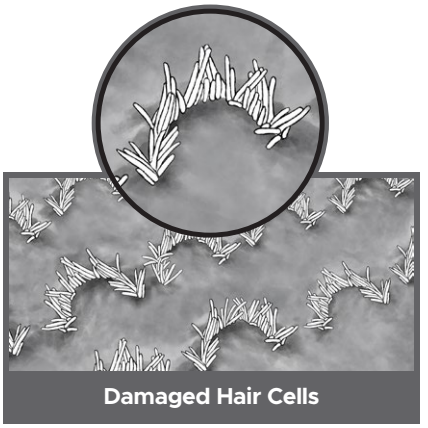
Conductive Hearing Loss

A conductive hearing loss refers to the reduction of sound as it passes through the ear canal, ear drum, and the bones in the middle ear. There are several different factors which may cause this portion of the hearing system not to function at an optimal level. These include: microtia/minotia (birth defects where the outer portion of the ear does not develop properly), damaged ear drum, wax blockage, damage to the middle ear bones (malleus, incus & stapes) or fluid in the middle ear.

Sensorineural Hearing Loss

This is by far the most prevalent type of hearing loss in adults, and it is typically the result of damage to the hair cells in the inner ear. We are born with thousands of hair cells in the cochlea, which are separated into two categories, the inner hair cells (roughly 3,500) and the outer hair cells (around 12,000). For humans, once damaged, both types of these hair cells do not regrow or repair themselves.


Normal Hair Cells


Damaged Hair Cells

Severely Damaged Hair Cells

Causes of Hair Cell Damage

Normal Wear and Tear: The aging process takes a toll on the hearing system just like all other cells in the body. Over time, the function of the cochlear hair cells tends to diminish.

Noise Exposure: Whether it is loud music, industrial noise, a cheering sports stadium, an ambulance siren or fire alarm, the world is a noisy environment. The extent to which noise damages hearing is directly related to the intensity of the sound and the duration of that noise. Here is a list of some common sources of noise exposure and the safe durations without using hearing protection.

- Restaurant – 85dB – 8 hours
- Band Rehearsal – 90dB – 2 hours
- Power Tools – 100dB – 15 minutes
- iPod at high volume – 105dB – 5 minutes
- Sports Stadium – 108dB – 3 minutes
- Chainsaw – 110dB – 1.5 minutes
- Rock Concert – 110dB – 1.5 minutes
- Ambulance Siren – 120dB – 9 seconds
- Firearms – 140-160dB – immediate hearing damage is possible

Genetics: Some families are more predisposed to hearing loss.

Medications: There is a rather large list of ototoxic drugs (medications which can cause hearing loss) that are currently or have previously been on the market. These include certain antibiotic families and chemotherapy drugs. A dosage of certain drugs can cause irreparable damage to the inner hair cells.

Illness: Certain diseases target and damage the inner ear. Meningitis is one such example, which can lead to a severe to profound hearing loss.

Poor Diet: This one may shock you, but there is some new evidence suggesting that eating a poor diet has been linked to hearing loss. This is likely due to the hair cells not receiving proper nourishment, and thus developing premature deterioration.

Hearing and Healthy Aging

Hearing Aids - The Social Cure

Our ability to hear forms the primary basis for oral communication, which is central to most human relationships. We often think that a hearing loss simply means others will have to repeat themselves a little more, but recent studies have shown that untreated hearing loss has high correlations with other areas of our health, wellness and longevity.

"Blindness separates people from things;
Deafness separates people from people."

Helen Keller

Research has shown that strong social support and social integration are highly correlated to longevity. These even rival or surpass well-known health risks like smoking, excessive alcohol intake, physical inactivity and obesity.

So what can hard of hearing individuals do? Hearing aid use has been shown to lead to an increase in routine social interactions through better speech understanding, reduced listening effort and less listening fatigue.

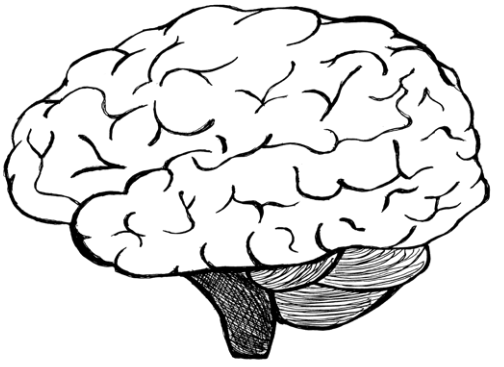
Increased Risk of Dementia

There are now studies showing the link between untreated hearing loss and the risk of developing dementia. For those with a mild hearing loss, **the risk of developing dementia is 2X higher**. As the hearing loss progresses, the risk of developing dementia increases further still. Those with an untreated severe hearing loss have a **4X higher risk of developing dementia** than their cohorts with normal hearing.

The good news is that follow up studies provide evidence that amplification can reduce this risk. We provide more detail and findings on this topic on pages 12 & 13.

Increased Risk of Falls

The hearing system is closely linked to our vestibular system. As a result, studies have shown that seniors with hearing loss are at a greatly increased risk of having a history of falls. In fact, with even a mild hearing loss, **the risk of falls is 3X higher**. It increases by a **further 1.4X for each additional 10% drop** in hearing.



Impact of Hearing Loss by Severity

Mild Hearing Loss:

- Can still hear well in quiet situations
- Start having difficulty hearing soft spoken voices or from a distance
- More difficulty in understanding high pitch female and children's voices
- Start to develop difficulty hearing in background noise

Moderate Hearing Loss:

- Start having more trouble with certain voices even in quiet
- Clarity of speech starts to diminish
- Significant difficulty in groups and noise

Severe Hearing Loss:

- Cannot have a normal conversation without the use of hearing aids
- Clarity of speech becomes significantly diminished
- Requires FM systems and remote microphones to function adequately in very noisy environments

*Stats are courtesy of the Association of Hearing Instrument Practitioners of Ontario. Please contact us for more information.

Health Conditions Affecting Hearing

Heart Health

The inner ear is extremely sensitive to variations in blood flow

Smoking

Current smokers have a 70% higher risk of having hearing loss than non smokers

Ototoxicity

There are more than 200 medications on the market today that are known to cause hearing loss (toxic to the ear)

Tinnitus

90% of people with tinnitus (ringing or buzzing in the ears) also have hearing loss

Diabetes

Hearing loss is twice as common in people with diabetes compared to those without

Kidney Disease

More than 50% of people with chronic kidney disease have hearing loss

Hypertension

There is a significant association between high blood pressure and untreated hearing loss

Osteoporosis

A study linked osteoporosis and hearing loss, theorizing that demineralization of the three middle ear bones may contribute to a conductive hearing impairment

55+

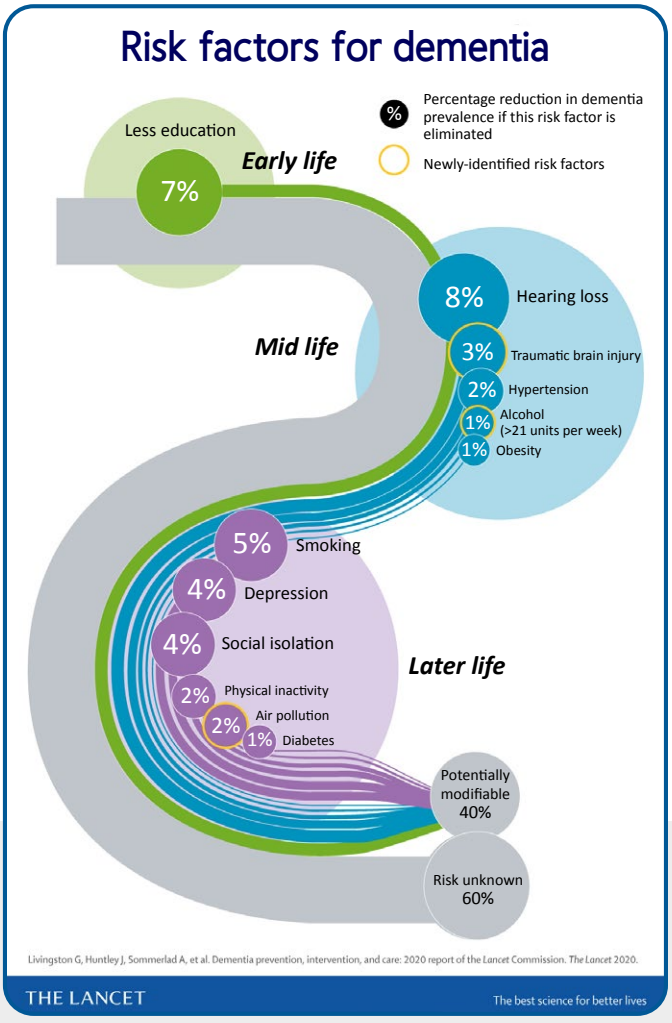
We recommend that everyone over 55 have their hearing tested to establish a baseline. If you have any of these health concerns, it is even more important for you to regularly monitor your hearing, as your likelihood of having hearing loss is significantly higher than that of the general population.

Dementia & Hearing Loss: What Do We Know?

There is growing research and evidence examining the relationship between hearing loss and cognitive health. The latest research shows that hearing loss is the top modifiable risk factor for developing dementia. Here is an overview of what we know so far.

Hearing aids are going to do much more than just improve your hearing. New research is showing us that hearing better can actually help you think better and play an important role in your overall well-being and brain health as you get older.[1,2]

Top 5 modifiable risk factors:[1]	
Hearing Loss	**8%**
Education Level	7%
Smoking	5%
Depression	4%
Social Isolation	4%



Hearing Better Can Help You Think Better

Hearing loss is one of many factors that can influence how well you think and how tired you feel

Without hearing aids your brain works harder to process sound

Hearing aids can have a protective effect for the brain

Treating your hearing loss sooner can help you participate in your social activities

Maintaining social connections is important as we age to keep our brains stimulated

The better the quality of the incoming sound, the better the chances for speech understanding and for making meaningful social connections

Frequently Asked Questions

I'm having trouble hearing. Does this mean I will end up with dementia?	Research is showing us that there are a lot of factors that contribute to dementia. Some we can control and some we can't.[3] One thing we can control is our hearing, and research shows that hearing care and hearing aids can help maintain brain health as you age.
Can hearing aids prevent dementia/cognitive decline?	It's important to remember that many different factors can influence your brain health or cognitive performance, including genetics, other health conditions and yes, hearing loss. Hearing aids do support healthy aging and overall well-being and recent evidence suggests that for older adults, treating hearing loss with hearing aids may help delay cognitive decline.[1,2]
Can hearing aids help me remember or think better?	Hearing aids can help you hear and communicate better. Hearing aids help you stay socially connected and keep your brain stimulated. Research shows that for older adults who are at increased risk for cognitive changes, treating hearing loss slowed down loss of thinking and memory abilities by almost 50%.[2] When we have hearing difficulties, listening can be very demanding and tiring. Hearing aids can make it easier to listen and think better.
I'm not noticing any memory or thinking issues and I can hear most of the time, can I wait until my hearing gets worse?	Treating your hearing loss early is recommended. It is important to keep in mind that the ears and brain act as 'equal partners.' While the ears pick up the sounds you hear, your brain puts those 'sound puzzle pieces' together in a way that makes sense. The better the quality of the incoming signal, the better the chances for speech comprehension.
Will hearing aids reduce my risk for dementia?	Treating hearing loss with hearing aids has been shown to slow loss of thinking and memory abilities in older adults at greater risk for cognitive change and may delay cognitive decline.[1] It's just important to remember there are other factors that contribute to brain health that hearing aids will not affect.

Much of the text on pages 12 &13 are taken from Phonak's Enhancing Cognitive Health with Hearing Optimization (ECHHO) Program

1 Lin, F. R., Pike, J. R., Albert, M. S., Arnold, M., Burgard, S., Chisolm, T., ... Coresh, J. (2023). Hearing intervention versus health education control to reduce cognitive decline in older adults with hearing loss in the USA (ACHIEVE): a multicentre, randomised controlled trial. The Lancet. doi:10.1016/S0140-6736(23)01406-X

2 Sarant, J., Harris, D., Schembri, A., Lemke, U., Launer, S., Phillips, … Davine, E. (2023, July 16-20). Cognitive function in older adults with hearing loss: Outcomes for treated versus untreated groups at 3-year follow-up [paper presentation]. Alzheimer's Association International Conference, Amsterdam, NL.

3 Livingston, G., Sommerlad, A., Orgeta, V., Costafreda., Huntley, J., Ames, D., Ballard, C., Banarjee., Burns, A., Cohen- Mansfield, J., Cooper, C., Fox., Gitlin., L.N., Howard, R., Kales., Larson, E.B., Ritchie., K., Rockwood, K., Sampson, E.L., Samus, Q., Schneider, LS., Selbaek, G., Teri., L., Mukadam, N., (2017) Dementia Prevention, intervention, and care. Lancet; 390: 2673-734

How Today's Hearing Aids Are Better

Over the past 5 years, patient satisfaction with hearing aids has been steadily increasing due to the huge improvements in technology. Here are some of the reasons why.

Rechargeable Batteries

Better hearing has just been made easier. The latest breakthrough in rechargeable battery technology means that users will never have to worry about changing their hearing aid batteries again. The Oticon Real, Phonak Audéo L-R, ReSound Omnia, Signia Charge&Go, Starkey Evolv R and Widex Moment hearing aids were all designed to use built-in rechargeable batteries. These new devices last roughly 24 hours between charges, with only a 3-4 hour charging time (full product comparison on p26). That means you will never have the batteries die in the middle of an important event.

Improvements to Background Noise Reduction

Hearing in noisy situations is one of the biggest challenges for those with hearing loss. The newest generation of hearing aids can analyze and categorize the incoming sounds into speech sounds and noise sounds. Although this process is usually referred to as noise reduction, a better name for this technology is actually "speech enhancement", as there is no way to completely eliminate background noise. After categorizing all sounds as either speech or noise, the hearing aids will then make adjustments to the amplification levels, to maximize the speech sounds while minimizing noise. This allows the speech to be lifted out of the background noise, improving the hearing aid user's ability to understand conversations.

Directional Microphones - Hear What You Want

But what happens when the background noise is also speech? Most models of hearing aids now offer directional microphones which allow the hearing aid to determine which direction a sound is coming from. Once the background noise of the environment exceeds a certain level, the hearing aid switches into a directional mode, which provides emphasis to the speech occurring in the front. You will still hear people talking from beside and behind you, but the voices directly in front of you will be given more amplification, making them easier to understand.

Bluetooth & Wireless Technology

Wireless technology has been getting more and more attention recently. Wireless systems allow your hearing aids to communicate with other devices such as TV's, stereos, computers, mobile phones, land line phones, etc. This direct transmission of sound to the hearing aids improves the signal quality by reducing distance, echo, reverberation, and background sounds. This leads to potentially significant improvements in comprehension. In the case of telephone use, it also allows the transmission to be heard in both ears, which typically further improves word understanding.

Hearing Loss Checklist

If you answer "Yes" to any of the following statements, it is strongly recommended that you have your hearing tested.

- ☐ I require frequent repetition in order to understand speech.
- ☐ I have difficulty following conversations with more than two people.
- ☐ I think other people's voices sound muffled.
- ☐ I have difficulty hearing in noisy situations.
- ☐ I have trouble hearing children and women.
- ☐ I turn the TV or radio up louder than others.
- ☐ I answer or respond inappropriately in conversations.
- ☐ I experience ringing in my ears.
- ☐ I read lips or depend on other people's facial expressions during conversations.

How Much Do Hearing Aids Cost?

The money you invest in a hearing aid can range from $700 to over $3000 per aid. While this is an extremely wide range, it is important to understand that there are significant differences between the hearing aids at the various price levels. These differences are mainly based on the computer chip and internal processing, so you may not see the difference when comparing two hearing aids in your hand. As consumers, we all want to get the best products and services at a price we can afford.

How is a more expensive hearing aid different than a less expensive one?
The price you pay is a reflection of two things. The first is the hearing aid's sound quality and performance. As a rule, the more you pay, the better the product will work in more challenging listening environments. These include family dinners, church services, movie theaters, walking down a busy street, restaurants, parties and other places where there is background noise.

The other difference built into the price is the care and support that are included with them. This will include things such as warranty length, cost of the loss and damage deductible and the ongoing care plan length. Investing in higher performance hearing aids will provide additional coverage and peace of mind. The chart on page 15 outlines all of these differences.

Are smaller hearing aids more expensive?
Not necessarily. The price of a hearing aid has little to do with the appearance. You can purchase most styles of hearing aids in any price range. Also, the price is not associated with how powerful a hearing aid is and has very little to do with the brand.

Are rechargeable hearing aids more expensive?
Rechargeable hearing aids now make up roughly 80% of products that we sell. As they are the best solution for most individuals with hearing loss, we have worked with the six largest global manufacturers to be able to offer their most popular rechargeable models at no additional cost.

Is there any funding available?
Yes, there are several different sources of funding for hearing aids. Veterans Affairs Canada and Workers Compensation provide coverage for those who have lost hearing on the job. For Ontario residents who do not qualify for the above funding, there is government funding available through the Assistive Devices Program (ADP). Funding application forms are available at our offices.

At Davidson Hearing Aid Centres, we look at the hearing test results in addition to the individual's day-to-day listening environments, to help our clients select hearing aids that offer the required performance at the best value.

Hearing Aid Styles Available

RIC - Receiver in the Canal

- Cosmetically appealing
- Nearly invisible
- Natural sound
- Less occlusion
- Directional microphones
- Rechargeable options

BTE - Behind the Ear

- Slightly visible in ear
- Most powerful
- Easier to handle
- Better battery life
- Good durability
- Directional microphones

IIC - Invisible in the Canal

- Smallest size
- Nearly invisible
- Easy telephone use
- Requires good dexterity
- Shorter battery life

CIC - Completely in the Canal

- Small size
- Sits deep in ear canal
- Easy telephone use
- Requires good dexterity
- Shorter battery life

ITC - In the Canal

- Slightly visible
- Directional microphones
- Easy telephone use
- Requires good dexterity

ITE - In the Ear

- Visible in the ear
- Directional microphones
- Easier to handle
- Better battery life

Our Hearing Loss Treatment Plans

Although we offer hundreds of different models and styles of hearing aids at a range of different prices, over 95% of models that we fit from the 6 largest international manufacturers (Oticon, Phonak, ReSound, Signia, Starkey & Widex) fall into the three hearing loss treatment plans listed below. The prices listed here are for a pair of hearing aids.

Best Value

Save up to $3270

- 90 Day Trial Period
- 4 Year Warranty
- 2 Year Loss & Damage*
- $0 deducible for Loss & Damage Warranty
- 5 Year Battery Supply

Our Everyday Price	$6990
ADP Funding if Eligible	-$1000
Purchase Cost (Pair)	$5990

Better Value

Save up to $2090

- 90 Day Trial Period
- 4 Year Warranty
- 2 Year Loss & Damage*
- $250 deducible for Loss & Damage Warranty
- 3 Year Battery Supply

Our Everyday Price	$5990
ADP Funding if Eligible	-$1000
Purchase Cost (Pair)	$4990

Good Value

Save up to $1790

- 90 Day Trial Period
- 3 Year Warranty
- 2 Year Loss & Damage*
- $250 deducible for Loss & Damage Warranty
- 20 Packages of Batteries

Our Everyday Price	$4590
ADP Funding if Eligible	-$1000
Purchase Cost (Pair)	$3590

*2024 Prices for Good Value, Better Value and Best Value treatment plans are listed for our most commonly fit pairs of hearing aids. These prices are subject to change without notice. *See clinic for details.*

What Comes With Your Purchase

- **90 Day Satisfaction Guarantee**
  If you are not satisfied with your hearing aid for any reason, we can exchange for a different style, different manufacturer, or even offer a complete refund when all original devices are returned in good condition within 90 days. There are no hidden costs!

- **3-4 Year Manufacturer Warranties** (Available on most models)
  The warranty length depends on the treatment plan selected - details on next page.

- **Loss & Damage Coverage**
  One time coverage per hearing aid during the Loss & Damage warranty (duration and deductible can vary by manufacturer and plan selected - details on next page).

- **Rechargeable Upgrade or Batteries Included**
  The quantity of batteries included depends on the treatment plan selected. Please see the grid on the next page for exact details.

- **Routine Cleaning and Service Appointments**
  Your purchase entitles you to cleaning and performance evaluations of your hearing aids for the duration of your Ongoing Care Plan. We normally recommend hearing aids be serviced every 9 months, but if you need to come in sooner, we are just a phone call away. In addition to this, we also perform on-site repairs at no additional cost during the Ongoing Care Plan.

- **Ongoing Testing and Computer Programming**
  Your hearing can change over time and your hearing aids need to as well. That is why we continue to offer follow up testing of your hearing and re-programming of the hearing aids during your Ongoing Care Plan.

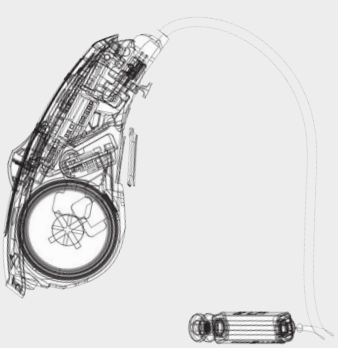
Satisfaction vs. Performance Level

An international study was performed comparing patient satisfaction between the different performance levels of hearing aids. The results showed an almost **30%** improvement in patient satisfaction as the hearing aid performance increased from essential to premium. They reported better separation of speech in noise and an improvement in the overall sound quality.

The Differences Between Our Plans

		Best Value ☐	Better Value ☐	Good Value ☐
Hearing Aids	Comprehensive Personal Fitting	Included	Included	Included
	Trial Period	90 days	90 days	90 days
	Performance Level	Premium	Advanced	Essential
	Manufacturer Warranty	4 Years	4 Years	3 Years
	Loss & Damage Coverage (1x per device)	2 Years	2 Years	2 Years
	Loss & Damage Deductible	$0	$250 each	$250 each
	Next Generation Tech Update Promo	Save up to $1250	Save up to $1000	Save up to $1000
	Upgrade Promo Must Be Used Within	4 Years	4 Years	3 Years
Parts & Accessories	SmartPhone Apps	$0	$0	$0
	Standard Accessory Purchase Cost	-50%	-50%	-50%
	Standard Accessory Warranty	2	1	1
	Charger (with rechargeable models)	Included	Included	Included
	Included Batteries (for battery models)	5 Years	3 Years	20 Packages
	Included Spare Parts (tubings, receivers, wax filters, domes, etc)	5 Years	4 Years	3 Years
Ongoing Care	Ongoing Care Coverage	5 years	4 years	3 years
	Included Adjustments & Programming	5 years	4 years	3 years
	Included Clean/Check & Minor Repairs	5 years	4 years	3 years
	Included Ongoing Hearing Tests	5 years	4 years	3 years
	Included Wax Removals/Year	up to 3	up to 2	up to 2
	Additional Wax Removal	-50%	-50%	-50%
	Provide Loaner During Repairs (if available)	$0	$0	$0
	Remote Care Appointments	$0	$40	$40

Next Generation Technology Upgrade Promotion



Like all electronics these days, the advancement in hearing aid development and features is happening faster than ever before. Where we used to see a new generation of hearing aids every 3 years from a manufacturer, we are now seeing new technology becoming available as quickly as every 18 months. We know that many of these improvements in comfort, speech understanding in noise or connectivity may offer certain individuals a significant improvement in their day-to-day hearing. However, many people end up waiting for government funding or insurance coverage before upgrading their hearing aids. With this promotion, we are helping to offset not having these coverages available yet and make it easier for you to continue hearing as well as possible.

Phonak Audéo Lumity

Conversations Shine With Lumity

At the heart of the new Phonak Audéo Lumity is a commitment to providing you with the best sound possible. Enjoy better speech understanding in noise with less listening effort. Be amazed at just how well your hearing aids perform in your everyday life.

Clear, rich sound - Enjoy better speech understanding in noise, less listening effort and be amazed at just how well your hearing aids perform in your everyday life.

Made for all - Phonak is the first hearing aid manufacturer to provide direct audio streaming to any Bluetooth device. Whether it is an Apple iPhone, an Android smartphone, or a simple flip phone. This allows many more users to benefit from better hearing through their preferred cell phones.

TV streaming made easier - With the TV Streamer accessory, you can use your hearing aids as wireless headphones for the TV. Simply turn the television on and the TV volume will automatically transmit directly through your hearing aids, at the volume you need. Anyone else in the room can control the volume of the TV speakers so that it is comfortable for them.

Audéo Life is waterproof - Life models can be submerged in up to ½ a meter of fresh, pool or salt water. It's the ideal solution for people who would like to understand speech well even in physically demanding environments or those looking for a hearing aid that will withstand strenuous activity.

Signia Active Pro

Transforming the Image of Hearing Aids

Ready to wear, Signia Active Pro combines iconic user-friendly design similar to premium consumer earbuds with audiological high-tech. This includes Signia Xperience technology for enhanced speech understanding in noise, Bluetooth connectivity, portable Li-ion rechargeability, and the self-service convenience of the Signia Assistant.

Conveniently answer phone calls and stream music directly from your Smartphone. With discreet remote control options via the Smartphone App or the miniPocket remote, make it easy to adjust to any situation.

Signia Assistant - Your Very Own Hearing Companion

Your hearing is personal – from your favorite sounds to your individual needs in each acoustic situation. The new Signia Assistant is your very own hearing companion to let you stay fully involved in life and hear what matters to you.

The Signia Assistant lives in the Signia app – available for both iOS and Android smartphones. The Signia Assistant is very easy to use as it is inspired by the way the human brain solves challenges. It learns your preferences to create the optimal solution tailored to your individual hearing needs.

On-The-Go Recharge-ability

Active Pro wearers enjoy full-day wearing enabled by unique lithium-ion batteries and charging-on-the-go via the portable charging case.

This delivers an astounding four days* of user autonomy, free from plugs or cables – perfect for a relaxing weekend getaway or an important business trip.

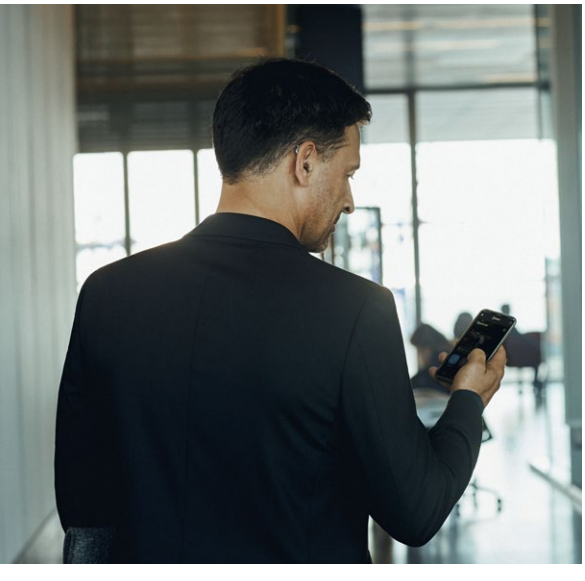
** Based on 16 hours wearing per day*

Widex SmartRIC

A Hearing Aid That Doesn't Sound Like A Hearing Aid

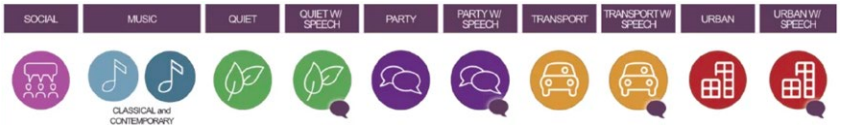
Even a great hearing aid has always sounded like a hearing aid – until now. The latest Widex SmartRIC is equipped with **PureSound**, a game changing, ultra-fast processors to deliver the most pure, natural sound ever.

Typically, sound processed in a hearing aid reaches the eardrum later than sound heard directly. When these two 'out of sync' signals mix, you hear an artificial sound. The ultra-fast signal processing in Widex MOMENT removes the delay, delivering sound so pure and natural sounding, you'll forget you're wearing a hearing aid.



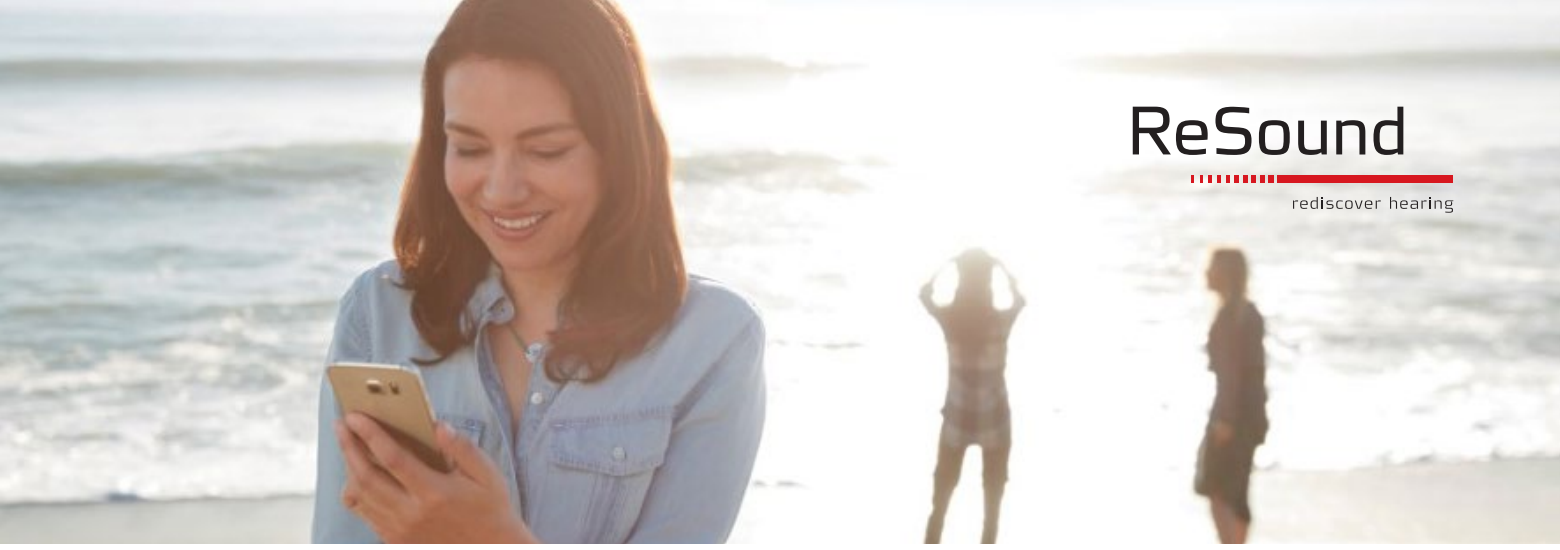
The Best Sound Experience In Any Moment

With Widex **Sound Class** technology, SmartRIC hearing aids automatically classify your sound environment. They then determine if there is any prominent speech present. The hearing aids smoothly transition between the 11 different Sound Class settings to ensure user comfort and clarity. This offers better hearing with less need for changing programs manually.



ReChargeability Is Now Discreet

The Widex SmartRIC platform features the convenience of on-the-go rechargeability. With a portable charger that offers 5 full charges of your hearing aids without having to connect it to power, and up to 37 hours of run time between charge, you can be confident that you will hear every moment.



ReSound Nexia

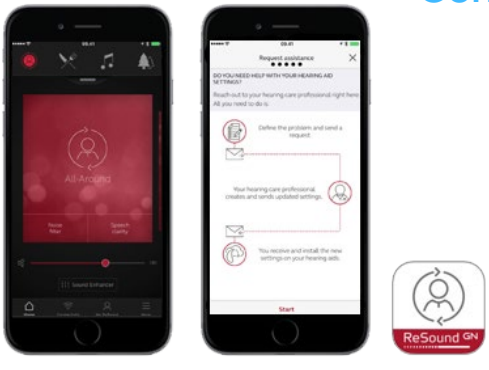
Easily Focus on Speech in Noisy Environments

For years, the ReSound philosophy has been to deliver sounds to the brain the way nature intended. Hearing in noise is a huge challenge for people with hearing loss. ReSound has taken a big step forward with the sound benefits that Nexia offers. Their new **Hear in Noise** program offers users superior hearing clarity and understanding in challenging sound environments.

From the bustling street to a busy restaurant, you can follow conversations and still hear the sounds around you. Wherever you are, you get a more natural and balanced listening experience.

ReChargeable - Making Life Easier

The latest generation of hearing aids from ReSound make use of a built in, fully contained li-ion battery. This provides a faster charge, and much longer lasting hearing aid than their first generation of rechargeable models. Their clever new premium charger has indicators to let you know how much battery power is in each hearing aid. It also has a built in battery that allows you to charge your hearing aids on the go, for up to 3 days before having to plug them in again.



Conveniently Controlled With The Smart 3D App

The personalized Smart 3D App allows you to adjust your hearing aids right through your smartphone or tablet. Here are just a few of the things that the App can do for you.

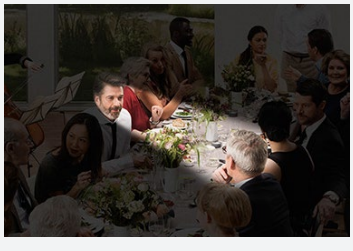
- Adjust program and volume
- Adjust treble and bass response
- Change between more audibility or more comfort
- Adjust tinnitus masking tones to help manage tinnitus
- Locate a missing hearing aid

Oticon Real

BrainHearing™ Starts With The Brain

Along with your ears, your brain plays an important role in hearing. In fact, research tells us the brain needs access to the full sound scene to naturally make sense of sounds.

- Oticon Real works more like your brain because it learned through experience
- BrainHearing™ technology gives your brain access to virtually all real-world sounds
- This results in a reduction in listening effort so you can stay engaged, focused and aware



Traditional Technology

Deals with complex and noisy environments like restaurants by focusing on one sound source at a time, such as one person speaking. By reducing all other sounds – speech and noise alike – it leaves the wearer with a narrowed and incomplete listening experience.

Oticon RealSound Technology

Much faster processing constantly analyzes the whole soundscape. By separating speech and then reducing other noise, it presents you with a natural, 360-degree sound environment. You can hear multiple speakers and switch focus whenever you want.

A Full Day's Power - Every Day

The Rechargeable miniRITE R offers:

- Super fast three-hour charging time for a full day of power
- Quick recharge: 30 minutes for an additional six hours of power
- Contact-free and reliable, inductive charging
- Intuitive, easy-to-use and stylish charger

Starkey Genesis AI

The biggest leap forward in hearing technology.

The next smart step is choosing technology that best replicates how our "normal" auditory system works. Genesis AI mimics the cerebral cortex of the human brain to quickly and more accurately "fill in" the gaps produced when our hearing system falters.

Genesis AI Key Features

Edge Mode +
Uses AI for on-demand sound quality optimization even in tough listening environments.

All-Day Rechargeability
Styles that can be charged overnight and last all day long.

Built-Tough Durability
Eight distinct points of protection are designed to help them repel moisture and survive drops.

Fall Detection
The only hearing aid that can detect falls and alert family or friends.

Smart Assistant
Voice activated audio adjustments, reminders, answers to hearing aid topics, and more.

Body and Brain Health Tracking
Uses the science of the ears to accurately count steps, track engagement and help you achieve well-being goals.

Hear Share App
Exclusive to Genesis AI, the Hear Share app lets hearing aid users share information with pre-selected people.

Signia Silk IX

The smallest ready-to-wear hearing aids are now rechargeable!

Whether you're spending time with the special people in your life or meeting a new special someone, Signia's latest Silk hearing aids give you the confidence of knowing that no one even notices you're wearing them.

One of the World's smallest hearing aids, Silk is ready to wear on the spot thanks to its super soft silicone sleeves that allow it to hide comfortably in your ear. Looking good and hearing well has never been so quick and simple.

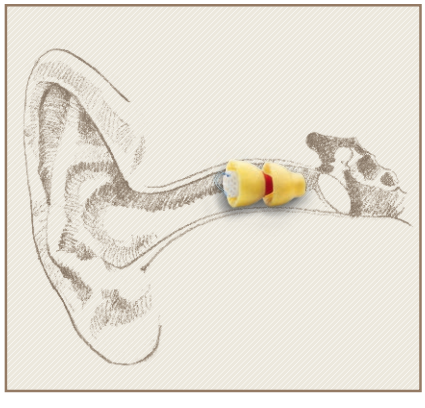
Summary of Silks Key Features

- **The ultimate in discretion** - Signia's new Silk is 20% smaller than its predecessor, making it practically invisible in the ear.
- **Click, fit and go** - Available in different sizes, the silicone sleeves simply click onto Silk hearing aids and sit securely in the ear for a completely natural, perfect fit on the spot without having to wait for a custom-made housing as with other in-the-ear hearing aids.
- **Perfectly positioned for phone calls and music** - Unlike hearing aids that sit behind the ear, Silk's microphones pick up sound inside the ear canal. This enables you to make phone calls and listen to music in the way you are used to naturally. You can even use over-ear headphones.
- Wearing Silk is so natural you will forget you are wearing hearing aids.

Invisible, Effortless, 24/7

Introducing Lyric, the World's first and only 100% invisible, extended wear hearing solution. Lyric is inserted into the ear canal by your hearing healthcare professional and remains in place for months at a time. There are no batteries to change, nor are you required to take it out for daily activities. You can sleep, shower, wear headphones, play sports, and even swim without having to worry about taking your hearing aids out.

30 Day Free Trial of Lyric - Wondering if Lyric is right for you? Davidson Hearing Aid Centres offers a free 30 day trial of Lyric to see if it is the best solution for you. Because it is so unique and needs to be replaced every few months, Lyric is sold as an annual subscription for hearing rather than per device.



A Natural Listening Experience

While traditional hearing aids capture and process sound outside of the ear, Lyric uses the natural anatomy of the ear to amplify and give you a full, natural listening experience.

Because Lyric is placed in the ear canal near the eardrum by a trained professional, it is the World's only 100% invisible hearing aid.

Benefits of Lyric

- **100% Invisible** - Placed in your ear canal, Lyric remains completely out of sight - invisible to the world.
- **Clear, natural sound** - Enjoy full natural sound everywhere you go.
- **24/7 hearing** - Wear Lyric around the clock for months at a time without taking it out through daily activities such as exercising or even showering*.

** Lyric is water resistant, not waterproof, and should not be submerged under water.*

Imagine Hearing Through the Noise
Roger Lets You Do That

Roger is an easy to use solution allowing hearing aid users to hear better in noisy environments. Roger listening solutions bridge the understanding gap by wirelessly transmitting the speaker's voice directly to the listener, allowing the user to fully participate and excel in noisy listening environments.

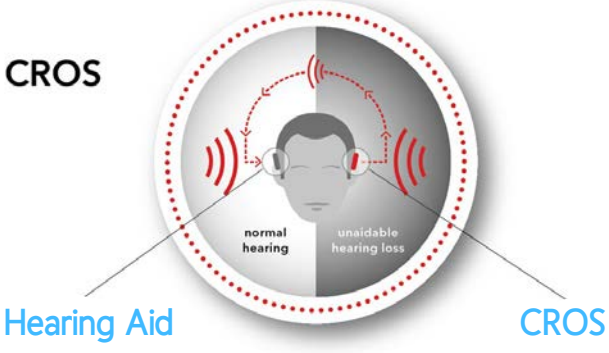
Summary of Roger's Key Features

- **Follow the conversation however loud the situation -** Roger lets you do that, by cutting through the distracting background noise to focus on those in your immediate group.
- **Focus on the conversation in front of you, for easier conversations in noisy environments** - Roger lets you do that, by wirelessly transmitting the voices around you back to your listening device for a fully optimized listening experience.
- **Choose which direction you want to hear from** - Roger Select lets you do that, by clicking on a side of the Roger Select transmitter, you can select which voices and conversations are transmitted to your hearing aids.
- **Hear the speaker at a meeting** - Roger lets you do that, by picking up their voice and transmitting it directly to your hearing aids. No matter how far away they are in the room.
- **Hear television more clearly** - Roger lets you do that, by plugging into the TV's audio and transmitting it back to your ears.

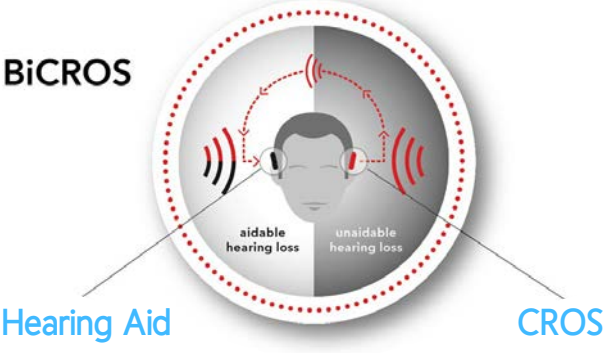
CROS – A Solution For Single Sided Deafness

Although most people do much better with 2 hearing aids, there are instances, such as single sided deafness, where we are unable to fit a hearing aid on one side. This is where CROS devices shine. There are now CROS and BiCROS options available to work with the latest hearing aids on the market from Oticon, Phonak, Signia, Starkey and Widex. Over the past 5 years, we have seen huge improvements in user satisfaction with this new generation of CROS products.

Here is a brief description of the two different ways that CROS products can be used to help those with single sided deafness.



CROS - Designed for anyone with a completely deaf or un-aidable ear on one side and normal hearing on the other ear. The CROS system transmits the sound from the poor ear over to the good ear. This allows the individual to pick up conversations from that side.



BiCROS - Designed for anyone with a completely deaf or un-aidable ear on one side, with some degree of hearing loss on the other side. The CROS device still picks up sound and transmits it over to the better ear, but then mixes it with the amplification in the hearing aid on that side.

Rechargeable Comparison Chart

	Oticon Real	Phonak Audeo Lumity	ReSound Nexia	Signia Pure Charge&Go IX	Starkey Genesis AI	Widex SmartRIC
Battery Type	Li-ion	Li-ion	Li-ion	Li-ion	Li-ion	Li-ion
Initial Battery life*	24 hours	24 hours	30 hours	28 hours	50+ hours	37 hours
Charging time	3 hours	3 hours	3 hours	4 hours	3.5 hours	4 hours
Days the battery in the charger case will last without plugging in to power	3 days with a Smart Charger	3 days with Audeo Life model	3 days with a Premium Charger	3 days with a Portable Charger	5 days with a Premium Charger	5-7 days
Lifespan of battery	3+ years	6+ years	4+ years	4+ years	5+ years	4+ years
Direct iPhone streaming	✓	✓	✓	✓	✓	✓
Direct Android streaming	✓**	✓	✓**	✓**	✓**	✓**
Bluetooth streaming with Smartphone	Connect Clip	✓	Streamer	Streamer	Streamer	COM-DEX
Bluetooth LE Audio & Auracast	-	-	✓	Hardware Ready	-	-
Telecoil	✓	L-RT models	-	C&G T models	RIC RT models	with FM+DEX
Remote control available	✓	✓	✓	✓	✓	✓
Remote through smartphone app	✓	✓	✓	✓	✓	✓
Remote microphone	✓	✓	✓	✓	✓	✓
TV transmitter	✓	✓	✓	✓	✓	✓
Direct connection landline phone	Phone Adaptor 2.0	Clarity XLC8	-	-	-	✓
Direct connection to Computer	Connect Clip & BTD 800	✓	-	-	Remote Mic+	Sound Connect

This is a comparison of some of the key features and accessories available in the different models of rechargeable RIC hearing aids currently on the market. There are many other hearing aid designs, features and fit considerations to take into account when choosing a specific hearing aid for each individual. We strongly recommend consulting with one of our hearing health care professionals so that they can help you determine which product is best suited to your specific hearing loss and lifestyle needs.

**Battery life will diminish over time. Li-ion are expected to be ~80% in 3-4 years*
***Only on specific Android phones with the recent hardware & firmware versions.*

Hearing Aid Rental Program

Davidson Hearing Aid Centres is excited to offer you this alternative approach to hearing healthcare. Our Hearing Aid Rental Program offers the following advantages:

- **Low monthly cost**
- **No unexpected costs**
- **Always have the latest technology**

A rental plan is a 3 year term and covers everything from batteries, repairs, office visits, computer programming, hearing aid cleaning and even a one time loss and damage coverage. At the end of 3 years, you can start another rental term with the latest hearing aids or choose a different solution.

"Renting is the perfect solution for me"

Good Performance

$64
a month per ear

Better Performance

$85
a month per ear

Best Performance

$98
a month per ear

To find out if renting or buying makes the most sense for you, please schedule an appointment with one of our hearing healthcare providers at the location most convenient to you.

**A credit card is required to start a rental agreement and there is a one time activation fee of $125.*

Tinnitus Solutions

What Is Tinnitus? Tinnitus is the perception of a phantom sound unrelated to hearing an external sound source. The perception of tinnitus can be constant or periodic, and localized in either ear or in the middle of the head. Tinnitus sounds can exist in many forms but are often described as ringing, buzzing, humming, or hissing.

Managing Tinnitus: Everyone's personal perception and reaction to tinnitus can differ greatly. This means that not everyone will benefit from the same structure or components within their specific tinnitus management program. Tinnitus is most often perceived in quiet environments when there are no or few other sounds to hear and focus on. This explains why tinnitus relief is commonly achieved by simply enriching our sound environment. Whether it be actively listening to music, an audiobook, a television or radio program, or passively hearing other background sounds, including fans and humidifiers, our brain's awareness and attention to tinnitus will decrease by increasing external sensory input around us. It is recommended to listen to sounds that evoke either a neutral or positive reaction when enriching your sound environment.

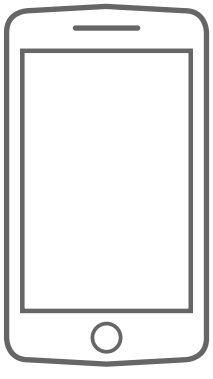
Tinnitus Maskers: Tinnitus sound therapies are a tool used to enrich the sound environment and partially or fully mask bothersome tinnitus. The purpose of a tinnitus sound therapy device is to provide auditory stimuli inducing temporary relief and distraction from tinnitus, relaxation, and help with falling asleep.

Hearing Aids With Built In Tinnitus Maskers: Since the majority of those with tinnitus also suffer from some degree of hearing loss, hearing aids can play a large role in enriching your sound environment. In addition to providing amplification for hearing loss, many hearing aids offer the option of tinnitus maskers for patients who are seeking additional relief. Tinnitus masking is a sound therapy used to reduce the perception of the tinnitus signal.

Smartphone Apps: Several hearing aid manufacturers offer free tinnitus apps for smartphones that offer different variations of tinnitus masking sounds and relaxation sounds. These include: Oticon Tinnitus Sound, ReSound Relief, Starkey Relax and Widex Zen. Some apps also provide general information about tinnitus, relaxation techniques, and instructional videos.

If you would like to learn more about tinnitus solutions, or how to integrate them into your tinnitus management program, please feel free to contact us to speak with one of our hearing care professionals.

Apps & Accessories

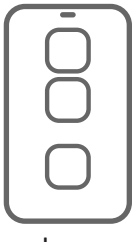


Smartphone Apps

- Control your hearing aids through your smartphone
- Provides additional functionality and customization
- Compatible with Apple and Android platforms

The manufacturer specific hearing aid apps give you full control of your hearing aids from your smartphone. Change volume, programs, adjust the equalizer and so much more. Some even offer the ability to connect with your hearing health care provider for remote programming adjustments.

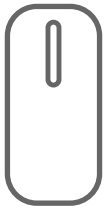
Remote Control



- Large Buttons
- Easy to use

A remote control allows the user to change their hearing aid volume and programs without touching their ears. It works for both ears together, keeping all adjustments balanced.

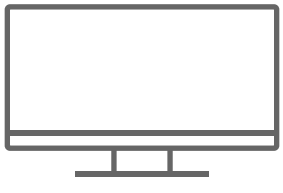
Remote Microphone



- Improves speech clarity in noise
- Emphasizes one person's voice

The remote microphone is worn by another person by clipping it onto their lapel. It then picks up their voice and transmits it to the hearing aids. Great for driving in cars, noisy restaurants and meetings.

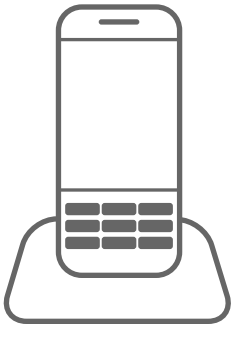
TV Transmitter



- Control your volume
- Others control the TV
- Improved speech clarity

TV transmitters are designed to connect to a television and transmit the audio signal directly to the hearing aids. They allow the hearing aid user to hear the television volume at a level that they are comfortable with, while anyone else in the room can set the sound through the TV speakers at a lower level.

Wireless Phone



- Hear voices in both ears
- Increased clarity
- No program changes needed

Designed to transmit the telephone conversation directly to both hearing aids. This portable home phone provides the easiest to use, and clearest sound for those with compatible hearing aids. It can also be used as a standard portable phone by others.

Ear & Hearing Protection

Custom Ear Plugs

Price: $200 for a pair (or $100 each)

These solid noise plugs offer the most hearing protection in our custom hearing protection range, providing a maximum of 28dB of attenuation. They are typically made of silicone material and offer far more comfort than standard foam plugs do. Available in a range of colours.

Musician Solutions

Price: $270 for a pair (or $135 each)

When sound quality is of the utmost importance, but you still want to protect your hearing, custom musicians plugs are the best option. Musician's Earplugs are made individually for each user by taking an impression of their ear canal. They are available in three different levels of sound attenuation. The ER•9 with the lowest attenuation at 9dB, the ER•15 which is the most commonly used with 15dB attenuation and the ER•25 with the most attenuation at 25 dB.

Serenity Choice

Price: $50-65 for a pair (price varies by filter)

Off-the-shelf hearing protection solutions. 6 Different models available depending on your needs, such as sleeping, shooting, motorsports and music. Comes with Small, Medium and Large sleeves to fit most ears.

**2023 prices are subject to change without notice.*

Assistive Listening Devices

TV Listening Systems

There are many different times when a TV listening system is the best solution. By focusing the sound directly into your ears, you are able to eliminate echo and reverberation. This improves the clarity of the sound. Plus some of the newer systems have digital noise filtering capabilities to further accentuate the speech sounds and reduce the annoying background.

Amplified Telephones

Hearing on the telephone is often one of the largest challenges for hard of hearing individuals. A large part of this is the fact that the sound is only going into one ear, and there are no visual cues. In many cases hearing aids can help, but for those with more pronounced hearing losses, often the use of an amplified telephone makes the largest improvement. We have access to a very large range of amplified phones, but have chosen some of our favourite to showcase on our website. Please feel free to contact us if you would like more information on one of these phones, or if you have found another model that you are interested in.

Alerting Systems

Alerting Systems offer safety and security for those individuals who are not able to hear important alarms and signals. These systems can be used either with or without your hearing aids. They produce single function devices for smoke and fire detectors, door bells, phones, baby monitors, etc. Users also have the ability to synchronize all of their different pieces to create a connected home.

80 YEARS 1943-2023

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EASTERN ONTARIO CLINICS

Arnprior Clinic
102 John St N
Arnprior, ON
K7S 2N3

613.369.5628

Brockville Clinic
16 Central Ave E
Brockville, ON
K6V 1W4

613.341.8700

Cornwall Clinic
102A Second St W
Cornwall, ON
K6J 1G5

613.932.4545

Pembroke Clinic
595 Pembroke St E
Pembroke, ON
K8A 3L7

613.735.3846

Renfrew Clinic
627 Fortington St
Renfrew, ON
K7V 1E5

613.432.7171

NEW Kemptville Clinic
21 - 2600 County Road 43
Kemptville, ON
K0G 1J0

Opening Spring 2024

OTTAWA AREA CLINICS

Ottawa - Bank St
1399 Bank St
Ottawa, ON
K1H 8N1

613.233.4374

Ottawa - Ogilvie Rd
1437 Ogilvie Rd
Ottawa, ON
K1J 7P3

613.741.4374

Ottawa - Sherwood Dr
111B Sherwood Dr
Ottawa, ON
K1Y 3V1

613.688.3244

Ottawa - Vimy Bridge
109 - 665 River Rd
Ottawa, ON
K1V 2G2

613.714.9697

Ottawa - Nepean
1 - 2006 Robertson Rd
Nepean, ON
K2H 1A5

613.721.8218

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