

HOLY GRAIL OF HEARING AID TECHNOLOGY BY 'EARGO'

By [Eric Blair](#) • Jan 11, 2018



Nearly 48 million people in America have some level of hearing loss. That's about 1 in 8 of every American. According to the Hearing Loss Association of America, by age 65 that ratio jumps to an astounding 1 in 3 people with hearing impairment. The sad reality is that only about 14% ever do anything about it, reports Dr. Frank Lin, assistant professor of otolaryngology and epidemiology at Johns Hopkins University.

So why is there such a wide disparity between users of hearing enhancement and those that need to? Why is it that the need for better vision has become so mainstream and widely accepted, yet hearing retains such a silent stigma?

Three of the primary reasons why people refuse to concede to the addition of hearing aid assistance is:

- Fear of ridicule, rejection, and perception of incompetence
- Cost - both the hearing aids themselves as well as battery replacement can be pricey
- Denial - accepting is an admission of inferiority and disability



Eargo, a Mountain View, California, future-forward tech think-trust, has taken hearing enhancement well beyond the next generation. Just when you thought hearing aids have gotten about as small as they get...think smaller. Forget everything you ever thought about what a hearing aid should usually look like. The Eargo hearing devices are in fact, so tiny, they literally hide deep and securely in your hearing canal beyond recognition. You will want to brag to your friends about just how small they really are, which oddly enough, defeats the whole reason why you got them in the first place.

Besides being impossible to detect in the ear, they are also rechargeable. They stay charged for up to 16 hours, just about as long as most people stay awake. They come in their own recharging docking station that connects to any Mini USB cord. The savings from existing hearing aid batteries over several years almost pays for itself. The hassle alone of changing hearing aid batteries on a regular basis is enough to discourage many users. Just tuck them effortlessly into their convenient charging storage pack overnight and they will be ready to go by the time you wake up.



The Eargo is currently only designed for the individual with mid to moderate hearing range, which is a majority of the hearing loss population. Eargo hearing aids are designed with Flexi Fiber construction that does not plug up the ear canal like some devices. This allows the ear to breathe while permitting ambient bass tones to penetrate the hearing pathway. Mid to high range frequencies are amplified providing a natural tonality mix.



Like most hearing aid products, Eargo is not covered by insurance or Medicare but are much more affordable than most fitted devices. They come with a 45-day money back guarantee, a 12-month warranty and free shipping. And at over \$200 a year for most hearing aid batteries, Eargo may be your best viable hearing solution. Financing is available as well as, with up to 24-month plans to choose from.