



What a relief.

Tinnitus can be  
helped. Let us  
help you.

**bloom**<sup>™</sup>  
hearing specialists

the best way  
to better hearing

Around  
250  
million  
people  
worldwide  
suffer  
from  
tinnitus.

# What is tinnitus?

**Tinnitus is the perception of sounds or noise within the ears with no external sound source.**

These sounds are often described as a ringing, buzzing, whistling, hissing, roaring or cicada-like sound. The word tinnitus is of Latin origin and translates to “ringing or tinkling like a bell”. In many cases, tinnitus is associated with some degree of hearing loss, but this may not always be the case.

Remember tinnitus can be helped, so let us help you.

# What can cause tinnitus?

**There is no one cause of tinnitus. Its presence is an indication of damage or malfunction of the hearing mechanism.**

Noise trauma, as a result of prolonged exposure to very loud sounds, can damage the delicate sensory cells of the inner ear making this a common cause of tinnitus. Other common causes include ear infection, hearing loss, physical injury, excessive ear wax, sensory nerve disorders and stress.

Although psychological or emotional problems are often associated with tinnitus, it is a real problem – not imagined. Stress and tension are factors known to exacerbate tinnitus.



# Managing tinnitus

It is important to consult an Ear Nose and Throat specialist to investigate the cause of your tinnitus. An Audiologist or Audiometrist can assess your hearing and provide more information on tinnitus.

At bloom™ hearing specialists, we combine superior hearing care with advanced technology to assist in minimising the effects of your tinnitus. At bloom™, we tailor make the solution to your tinnitus needs by involving you in the process from the very beginning.



# Using sound

One popular way of managing tinnitus is through the use of amplified sound. Amplified sound can help minimise the contrast between the buzzing or ringing of tinnitus and the surrounding sound environment.

A proven solution bloom™ hearing specialists can provide is ZEN Therapy, by Widex®. Zen plays random, soothing harmonic tones that are designed to help you relax and reduce stress. bloom™ hearing specialists are expert specialists with ZEN technology and recognise that, as stress is one of the most common factors associated with tinnitus, relaxation and stress reduction are vital elements in managing tinnitus effectively.



# Widex ZEN Therapy

Widex ZEN Therapy is a proven method that combines counselling, sound stimulation, stress reduction and amplification.

What makes it unique is that it considers all the factors involved in your tinnitus and adjusts the treatment accordingly. bloom™ hearing specialists provide counselling sessions which will assist in identifying and altering the way in which you perceive tinnitus in your daily life. Depending on the level of your tinnitus, we will recommend different solutions such as sound stimulation, like ZEN Therapy, and relaxation exercises.



# Relaxation exercises

bloom™ hearing specialists recommend a collection of different relaxation exercises to help you to relax and reduce stress which will assist in managing your tinnitus. It is best to spend around 15 minutes on these exercises each day.

Before carrying out these exercises, try to:

- Sit in a comfortable chair in a quiet place with no distractions.
- Try listening to relaxing music or ZEN tones.
- If you find these too distracting, turn them off.
- Take off your shoes and wear loose, comfortable clothing.
- Breathe deeply.



# Progressive muscle relaxation

This exercise focuses on relaxing your muscles to reduce stress which will assist in managing your tinnitus.

Begin by breathing deeply and focusing on the muscles in your ear and neck. Inhale deeply and tighten the muscles as hard as you can for about eight seconds. Then release them by suddenly letting go, letting the tightness and pain flow out of your muscles as you slowly exhale.

The idea is to progress systematically, starting with your head and progressing all the way down to your feet.

You can follow this progression:

- Head (facial grimace), neck and shoulders, chest and stomach.
- Right upper arm and right hand. Left upper arm and left hand.
- Buttocks, right upper leg and right foot. Left upper leg and left foot.

Relax for about 10-15 seconds and repeat the progression. The entire exercise should take about five minutes.

# Deep breathing

Breathe deeply and in rhythm, ensuring your stomach muscles expand and release with each breath. Try to complete the following cycle 20 times:

- Exhale completely through your mouth.
- Inhale through your nose for four seconds (count “one thousand one, one thousand two, one thousand three”).
- Hold your breath for four seconds.
- Exhale through your mouth for six to eight seconds.

The entire exercise takes approximately five to seven minutes.



# Mental imagery

After achieving a state of relaxation via deep breathing, keep your eyes closed and continue the deep breathing while imagining yourself in the most relaxing environment possible (perhaps lying on the beach, floating in the water, or floating on a cloud).

Try to imagine, with all your senses, the feel of the air on your skin, the smell of the fresh ocean or forest, or the taste of your favourite beverage. At the same time, listen to the ZEN tones, or make up your own pleasant and relaxing imaginary sound, like ocean waves, a babbling brook, or the crackling of a warm fire.

When finished, count backwards from 20 and slowly rise up.



# Tinnitus can be helped

At bloom™ we are experts in dealing with the effects of tinnitus. We have years of experience in providing relief to those with tinnitus – and to people with hearing loss.

We offer a free assessment, with no obligation, so come in and hear how we can help you.

Call us on **0800 533 433**  
or visit **[bloomhearing.co.nz](https://bloomhearing.co.nz)**