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**National Hearing Care opens new store in Sale**

Australia's largest independent hearing service provider, National Hearing Care (NHC), has opened its doors in Sale.

A silent yet pervasive health issue, one in six Australians currently suffer from some degree of hearing loss. With an aging population, this is expected to increase to one in four by 2050.

NHC audiologist and Sale resident Lisa Luu says that despite the prevalence of hearing loss, Australians tend to wait an average of five to seven years before seeking help, which can be harmful to social and emotional relationships.

"We've seen clients who have become accustomed to having a reduced sense of hearing and this impacts their ability to connect with new people and their loved ones. In some cases, it can even lead to social isolation," said Ms Luu.

"That's why we want to empower Sale's residents to get their hearing checked and bring hearing back to this great community."

Federal Member for Gippsland Darren Chester, who is also Minister for Veterans' Affairs and Defence Personnel, today attended the official opening of National Hearing Care's new Sale store.

"The Sale district has a high population of residents aged 55 years or older, which is the target age considered most vulnerable when it comes to hearing loss," Mr Chester said.

"In addition, we have a significant amount of ex-servicemen and women, who choose to remain in Sale after their RAAF posting. Tinnitus and sensori-neural hearing loss are two out of the three most common health conditions faced by veterans.

"I encourage local residents to visit the new store and take advantage of free hearing tests so they can address any issues of concern."

For more information or to book a free hearing screening contact 1800 50 60 70 or visit [nhc.com.au](http://nhc.com.au).

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**About National Hearing Care:**

National Hearing Care (NHC) is the largest independent hearing services provider in Australia operating across more than 300 sites. They employ approximately 300 highly trained and qualified audiologists and audiometrists (hearing care professionals) who work tirelessly to deliver positive clinical outcomes. NHC is owned by one of the largest independent hearing services providers globally, Amplifon SpA, operating in 21 countries and five continents.