



dB Safe Hearing Protection Inc.

Noise is the main cause of  
Misery and suffering,  
Curbing the noise is the means of happiness  
Noise can be curbed by wearing dB safe  
Earplugs.

**An  
Overview**

## Corporate Profile



- dB Safe hearing Protection Inc, a division of Ambience INDIA, is dedicated to preventing the incidence of Noise induced Hearing Loss by marketing quality hearing protection products from USA, and by working to raise public awareness of the unacceptable costs of induced hearing loss.
- dB Safe deals with soft foam earplugs and reusable tripple flange earplugs, that confirms the acoustic seal, calibrates the level of sound attenuation achieved. This simple on the spot procedure, is so comfortable and one can wear them all the time still, hear people talking and warning signals without removing them!

## Introduction



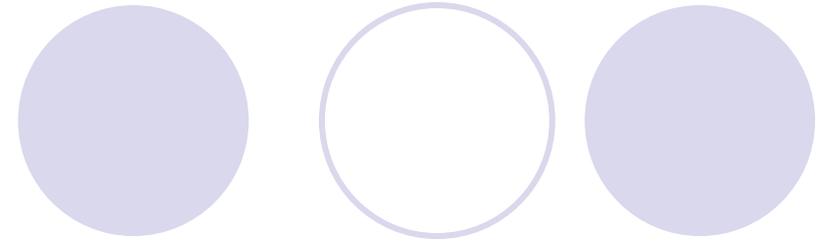
- Everyday millions of people are subjected to an insidious form of environmental assault. Noise pollution is gradually destroying their hearing, and is destined to have a profound and irreversible impact on their lives.
- Its a joint venture with Elvex Corporation, a Connecticut based manufacturer, who helped us form dB Safe Hearing Protection Inc. Our common goal was to develop the cost effective and best possible protection against noise induced hearing loss.
- dB Safe gives many options to the wearer in having different shapes of earplugs like, disposable cone shape, hexagonal shape, corded, uncorded and reusable tripple flange shapes.
- dB Safe has established contacts with key people and distribution channels with many supermarkets, pharmaceutical chains, and safety supply firms who currently serve within Bangalore city. dB Safe aims to serve its customers with a cost effective hearing protection, whether on the factory floor or on the road traffic.

dB Safe Hearing Protection Inc.

## Sound waves to brain waves .



They block out sound instantly



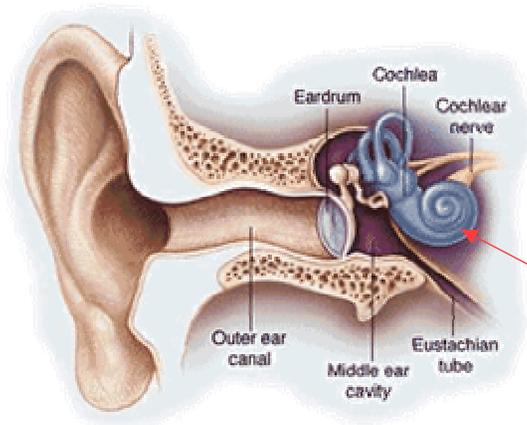
Our brain interprets the signals and tells us in turn that the doorbell rang, or that words are being spoken.

- Many things help determine just exactly what it is you hear, but it's the combination of frequencies that give different sounds their distinctive qualities.
- Source and direction of the sound and loudness are other clues the brain uses to decipher messages.
- Hearing loss occurs when hair cells are damaged or die, a common occurrence as we age. And hair cells, like brain cells, do not regenerate. That's why most hearing loss is irreversible.
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## Disability from decibels

### how loud is it?

150 dB	- firecracker
140 dB	- firearms
130 dB	- jackhammer
125 dB	- car stereo
120 dB	- jet plane taking off
120 dB	- loud concert
110 dB	- loud music
117 dB	- football game
95 - 110 dB	- motorcycle
90 dB	- lawn mower
85 dB	- noisy restaurant
70 dB	- busy traffic, TV audio
60 - 95 dB	- hairdryer
60 dB	- conversation, dishwasher
50 dB	- rainfall
40 dB	- quiet room



Damage occurs in this part of the ear.

From the blast of jet engines during takeoff to the blare of rock music from your car stereo, noise is everywhere. So how do you know what's harmful and what's not? Noise levels are measured in decibels. The higher the decibel (dB) number, the more damaging the noise.

The damage from exposure to noise occurs in the inner ear. There are tiny hair cells in this part of the ear that are flattened out when exposed to noise. If the exposure is short, the hair cells raise back up. If the exposure is long or extremely loud, the hair cells don't recover and hearing ability is reduced. When all the hair cells are damaged, complete deafness occurs.

"People who say they are "used to the noise" often have already lost some of their hearing."

- The amount of noise and the length of time people are exposed to, determine how much damage the noise will do. Sounds above 140 decibels can damage hearing after a single exposure, whereas sounds louder than 85 decibels are considered hazardous if exposure is over a long period.

## Hearing Loss is irreversible

Did you Know?

1 dB increase - smallest variation detectable in laboratory

3 dB increase - reliably detected by most listeners

5 dB increase - significant impact to residential areas

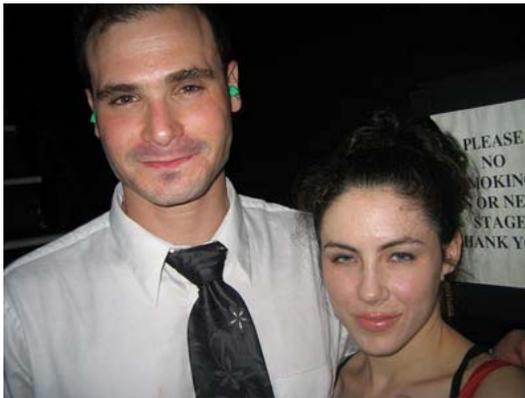
10 dB increase - major impact on urban community – usually requiring mitigation

Sound decays 3 dBA for each doubling of distance



- Apart from causing hearing impairment, noise pollution can play havoc with the nervous system, affecting the physical and psychological behaviour of the individuals. Noise pollution, unlike air, water, land/ soil pollution, is not taken seriously in our country.
- The main factors contribution to noise pollution are vehicular traffic, industrial activities, various electrical appliances, sources of entertainment such as blaring musical systems, TVs, public address systems running trains and air traffic, splutter of gensets every time power breaks down, and so on. It is mostly the people living in metropolitan cities or other big towns or those working in factories who are victims of noise pollution and it affects the rich and the poor alike. Those residing or working in buildings along the main highways or close to railway tracks are also affected to a great extent.

## Noise is Everyone's Problem



Brad Pitt wearing earplugs

- A rule of thumb
- If you have to shout in order to be heard three feet away, then the noise is probably too loud and could be damaging to your hearing. In these instances, hearing protection is recommended.
- There's a study that shows that anybody living in an urban area is bound to develop hearing problems after he crosses 50. Loss of high frequency hearing is common.
- It must be known that noise levels in residential areas should not exceed 55 dB. But the noise levels generated by various sources, which matter in our daily life, are much higher. For example, a telephone bell rings at 70 dB, TVs produce 70 dB, vehicle noise goes upto 90 dB, motor bikes produce 110 dB at acceleration, amplified rock band has a noise level of 120 dB and a jet air plane takes off at 140 dB. Thus, we are constantly being harmed by noise pollution..... silently.

## Health effects of Noise pollution



Traffic noise is the single most pervasive noise source in society

Traffic noise is an integral part of daily life

- Our annoyance to noise is often turned inward and passed on to the body where it shows up as tension. A growing body of evidence suggests that noise can cause or aggravate headaches, digestive problems, ulcers and asthma.
- Asleep or awake, the ear listens to everything within hearing distance. During working hours sounds 70 to 75 decibels trigger automatic reactions. During sleep, noises no louder than 55 decibels can set off an alarm. The nervous system responds by tensing muscles, constricting small blood vessels, accelerating heart and breathing rates and increasing secretion of fluids in the stomach and intestines. Confronted with too much sound, human physiology gears up for danger too often and for too long at a time. The space-age term for our perpetual state of readiness is tension. Chronic tension contributes to many of the problems and illnesses that plague human life.

## Noise Hurts Children too!



- Noise poses a serious threat to our children's hearing, health, learning and behavior. Recent research suggests that quiet promotes an environment which will foster learning, as well as the opportunity for parents and children to enjoy each other's company.
- Acute exposure to noise affects performance on academic tasks.
- The loud music that children listen to on the radio, on stereos and earphones, in discos, and at concerts impairs their hearing.
- Studies show that noise interferes with learning and lowers reading and math scores. Children will be deprived of these skills and will be partial deaf by the time they are grown unless we act to lessen noise.

## Noise norms in India



- According to a study by the All India Institute of Medical Sciences (AIIMS) New Delhi, exposure to noise pollution exceeding 75 decibels (dB) for more than eight hours daily over a long period of time can cause loss of hearing due to destruction of hair cells of the inner ear and also the sensitive nerve fibres. The hazard increases with the intensity of the noise and the period of exposure. The sound produced by bursting cracker, exceeding 150 dB, can cause a ringing sensation called 'tinnitus' and can impair hearing permanently, according to ENT specialists.

**The employer must provide hearing protection for all employees that have an eight hour time weighted exposure of 85 dBA or above, who have any continuous exposure at or above 115 dBA, or who have an exposure to any impulse noise levels above 140 dB.**

## Recipe for A Quiet Diet

- **Take these few, simple steps to preserve the peace and quiet in your life:**
- **ALL DAY:**
- Pay attention to the noises you make and respect your neighbor's right to peace and quiet.
- Turn down the volume two notches on your radios and personal stereo systems with headphones.
- Turn down the volume one notch on your television.
- Do NOT honk your horn, except in the case of imminent danger.
- Avoid noisy sports events, restaurants, rock concerts and nightclubs unless you use hearing protection.
- Replace noisy activities with quiet ones such as taking a walk, visits to libraries and museums.
- Ask the movie theater manager to turn down the volume.
- Wear adequate hearing protection if you must be in a noisy environment.
- Turn off the television during dinner and have a quiet conversation instead.
- Get a free hearing screening.
- Organize a town meeting to review (or develop) a local, enforceable noise ordinance.
- Spread the word about the danger of noise,
- ***and remember...***
- **OBSERVE ONE MINUTE OF NO NOISE EVERYDAY.**



**During flight.**



- For best results put the plugs in prior to takeoff and leave them in until the plane has fully reached cruising altitude.
- If you take them out when the seatbelt sign is turned off, that may be too soon to allow your ears to fully adjust, so wait at least 10-15 minutes after that.
- You can wear the plugs throughout the flight of course, and many passengers do find that the ear plugs help with the noise as well as the pressure making the flight better all around.
- If you do take the plugs out, remember to put them back in as soon as you sense that the plane is beginning its descent. If you are planning to sleep, put them in before you go to sleep so that you do not have the unpleasant experience of having your ear pain wake you up!

## dB Safe Solution and its benefits

- dB Safe earplugs protect you against disturbing environmental noise. dB Safe has an unique form that is suitable for almost every ear. The user can adapt lengths and width itself.
- We deliver dB Safe earplugs in a robust plastic case with key chain - perfect for your pocket.
- One pair of earplugs in a blister card, with key chain carry case.

### ● Silicon Foam Ear Plugs



In case of dirty earplugs, you may wash them thoroughly in soap water, and use after complete drying

### Tripple Flange Reusable Ear Plugs

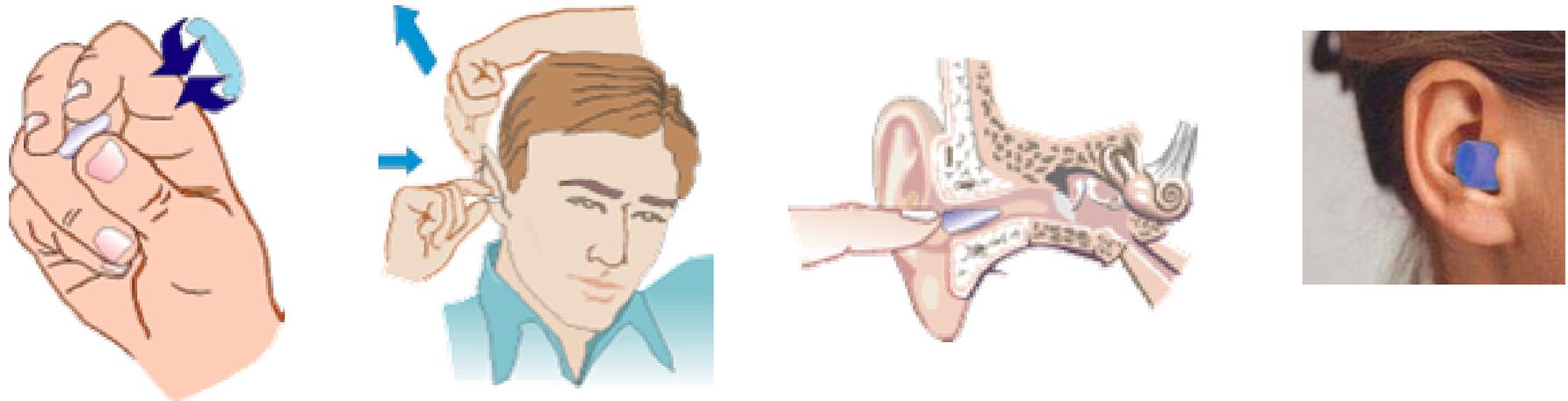


Can be used for Swimming and Noise purposes.

**Available in Single's pack, Family pack and Business Pack. It can be custom made for bulk enquiries.**

dB Safe Hearing Protection Inc.

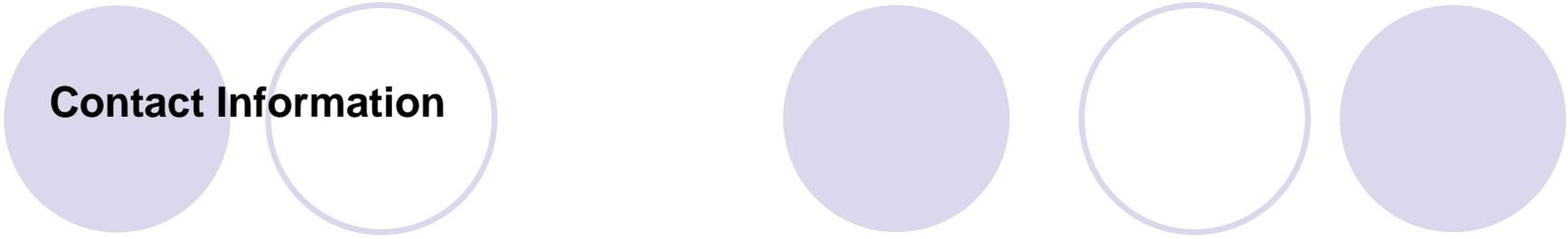
## How to wear soft foam earplugs



**1-Roll** the earplug up into a small, thin "snake" with your fingers. You can use one or both hands.

**2-Pull** the top of your ear up and back with your opposite hand to straighten out your ear canal. The rolled-up earplug should slide right in.

**3-Hold** the earplug in with your finger. Count to 20 or 30 out loud while waiting for the plug to expand and fill the ear canal. Your voice will sound muffled when the plug has made a good seal.



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