



Mattel's Barbie with Hearing Aids is Nothing Short of Inspiring

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According to World Health Organization (WHO), by 2050, approximately 2.5B individuals will experience hearing loss, and at least 700M would need hearing rehabilitation. Due to over-exposure to unregulated noise, more than a billion young adults are at risk for permanent hearing loss. An extra yearly expenditure of less than \$1.40 per person is required to develop ear and hearing care services worldwide. This yields a return of roughly US\$16 for every US\$1 spent over ten years.

Now, the intention was to build a premise for our aging Barbie, now 63 years old. Born on March 9, 1959, Barbie wasn't born in any manner but at the American International Toy Fair in New York City. The news is Barbie is experiencing hearing loss, and therefore, in her edition, she is wearing a pair of hearing aids.

This news of Barbie wearing hearing aids has impressed people worldwide and particularly from the community of people with impaired hearing. According to the **people with hearing disabilities**, this would spark more collegiality and inclusion among many cultures within the deaf community.

