

contrast report

Exposing ecommerce scams and helping consumers stay informed




Name of ecommerce scam

SHARP EAR

Claim made by ecommerce scam

Cure Hearing Loss

Price of Ecommerce Scam

BASIC	BEST VALUE	MOST POPULAR
		
\$69 / bottle	\$49 / bottle	\$59 / bottle
Free Shipping*	Free Shipping*	Free Shipping*
1 Bottle	6 Bottles	3 Bottles
30% Discount		
Total: \$69	Total: \$294	Total: \$177

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Main Report

This report will be corresponding to the ecommerce scam video meant to advertise the product. I will make timestamps of all questionable claims, pseudoscientific and false statements that show up in the video. I will do my best to help the consumer see that this product is a scam that will not cure anything.

0:05-00:16

The story begins with a dramatic start. The author claims he was in a truck and his wife was driving and because of her hearing loss she could not hear the noise of traffic. Due to driving with hearing loss she almost had a head on collision with a monster truck. Not only was she driving on the wrong lane but she could not hear the horn honks, her husband warning her or anything. Total deafness apparently.

0:18-00:38

A cut scene is shown in which his wife is crossing the road and cannot hear her grand daughters screams meant to warn her about a car that was about to hit her. Then a news report splash screen appears about an old lady hit by a car. She was thrown several meters, landed on the pavement but survived. The car also crashed into a tree. This is meant to showcase the agony caused by his wife's hearing loss.

0:48

It turns out the old lady hit by a car was the author's wife.

00:55-1:06

The author is fed up with his wife's life being at risk because of hearing loss. He decides to go on a quest to get to the bottom of it and determine what secrets 'big pharma' is hiding about hearing loss.

1:10

We are introduced to a "completely natural inexpensive method" that cures hearing loss for everyone. It also treats tinnitus and protects the user from memory loss.

1:25-1:35

The author claims hearing loss has nothing to do with how damaged ones ears are.

FALSE

1:35-1:50

The author claims the real cause of hearing loss is something weird and dangerous taking place in the brain. **FALSE**

2:13-2:20

Author claims “more and more Americans” are suffering from hearing loss without any physical damage to their ears.

2:30-3:35

Author claims Chicago scientist found a new part of the inner ear that leads to breakthroughs in treating hearing loss. However this info is top secret and big **pharma doesn't want anyone to know about it. Author claims accredited Universities** (such as Harvard) support these ideas. Author claims they proved it worked as well as a guarantee regardless of age, underlying medical conditions, severity of hearing loss or anything else. Author claims he will get you out of hearing aids.

3:40-4:15

Author urges the viewer to keep watching because Big Pharma is going to shut down this presentation soon. He then proceeds to vilify hearing aid companies.

4:35-5:31

Author attempts to appeal to the viewers emotions on how hearing loss makes ones life miserable and left out. He attempts to appeal to the life of hearing loss sufferers.

5:52-6:27

We are introduced to the author who's name is Sam Olsen. He's 65y.o and lives in a small town in Pennsylvania near Philli. He has a wife named Daisy. He recently retired after a 40 year long career as a chemist. This guy is almost certainly a paid actor and this is not his real name nor a real life story. It is implied that his chemistry background and working with scientist gives him the skills needed to investigate.



7:19-9:44

He tells us the story about his wife Daisy that slowly lost her hearing. We are informed she had been a music teacher all her life. He goes on about her sad story on how hearing loss effected her career and personal life. Even the best doctors dismiss her with a quote to just buy expensive hearing aids.

10:04-10:32

He buys the expensive hearing aids for his wife. Along with pills, herbal drops and acupuncture sessions which all failed. She is miserable

11:10-11:45

Her granddaughter is playing and bruises herself. She is crying for help to treat her wounds but Daisy cannot hear her.

12:26-12:50

The story of his wife getting hit by a car repeats. Daisy lived but had a broken leg and a concussion. We are also informed that the driver of the monster truck drove off the road in response to Daisy's potential head on collision. He crashed to save Daisy's life and had to go to the hospital as well.

15:20

Author (Sam) once again makes the claim that most people have hearing loss but no hearing damage.

Debunking Pseudoscience

15:30-17:45

Sam gives a lecture on ear anatomy. He also quotes and misuses research on [auditory central gain](#) to justify it as a cure for hearing loss. What he says makes no sense. It is true that mild hearing loss sometimes causes cochlear hair cells to tell the brain to increase sensitivity to noise. Sam is arguing this will improve hearing. Meanwhile in reality scientist are actually studying subtypes of hyperacusis (noise sensitivity) Scientist are saying it is a undesirable trait when hair cells tell the brain to increase it's sound amplification because it causes sound distortion and shock to the victim. No scientist is saying this is a cure for hearing loss as it does not regenerate sensory cells or nerve connections in the ear. Further more most deaf people don't even have this amplified hearing/hyperacusis problem. It happens it less severe degrees of hearing loss. It would not happen in a deaf person.

This makes no sense for anyone familiar with the science. These scammers just took an article on Pub Med and totally distorted it to their liking.

<https://pubmed.ncbi.nlm.nih.gov/28149271/>

This **gain** enhancement in the **auditory** cortex is associated with decreased GABA-mediated inhibition. These results suggest that when the neural output of the cochlea is reduced, the **central auditory** system compensates by turning up its **gain** so that weak signals once again become comfortably loud. Jan 18, 2017

pubmed.ncbi.nlm.nih.gov › ...

[Inner Hair Cell Loss Disrupts Hearing and Cochlear ... - PubMed](#)

Abstract

The central gain model of hyperacusis proposes that loss of auditory input can result in maladaptive neuronal gain increases in the central auditory system, leading to the over-amplification of sound-evoked activity and excessive loudness perception. Despite the attractiveness of this model, and supporting evidence for it, a critical

Loss of input = hearing loss

Central gain = The brain amplifying it's sensitivity to noise

Hyperacusis = excessive loudness and distortion of sound

- Laymenized explanation below

The [sensory hair cells](#) in your inner ear nest in a snail shaped organ called the [cochlea](#). Despite the name "hair" cells they have nothing to do with your actual hair. A healthy adult human has 15,000+ sensory hair cells in their cochlea. Most cases of hearing loss are [caused by loud noise](#). Hair cells and their nerve connections are damaged and permanent hearing loss occurs. Sometimes in mild cases of hearing loss certain technical things go wrong and the brain increases it's central gain amplification which makes noises sound blown out and distorted. This is called [hyperacusis](#) and it happens due to a loss of hearing input that the brain expects. The scammers are claiming that it is desirable when the brain amplifies noise. They suppose it will improve hearing when in reality scientist are saying no such things.

18:20-18:30

Sam (the author) makes a bogus claim that cochlear neurons were just discovered in 2018. This is outright laughable as scientist know neurons (nerve cells) exist everywhere in the body. These scammers don't know what the hell they are talking about. Unlike real scientist that research the inner ear for decades. Science lesson is over this actor doesn't know what the hell he is talking about. Back to summing up the main story.

26:30-30:00

We are informed about Sam's ex colleague (unnamed) who plans on stealing the cure for hearing loss from big pharma. They are stealing in the name of humanitarian science against the wills of big pharma. BOGUS!

41:41

Sam acknowledges all the "fake cures" out there. When in reality of course he is just another one of them.

42:00-46:00

Daisy (his wife) was taking capsules that Sam and the researchers instructed her to take. Her hearing slowly improves before fully restoring. They go out and party and hearing aids get thrown in the river. Obviously this story is a **COMPLETE LIE!**

46:16-46:38

After posting adds online and reports in local news papers. Sam and the unnamed colleague are preparing to do a small scale scientific trial to see if they can cure others of hearing loss. All 54 volunteers were cured. **COMPLETE LIE!**

49:04-49:09

They claim the facility which Sharp Ear is made is FDA inspected and cGMP certified. I have checked

[https://dsld.od.nih.gov/dsld/rptQSearch.jsp?](https://dsld.od.nih.gov/dsld/rptQSearch.jsp?item=sharp+ear&db=adslid)

[item=sharp+ear&db=adslid](https://dsld.od.nih.gov/dsld/rptQSearch.jsp?item=sharp+ear&db=adslid) to see if their products are made in the US and nothing pops up. I can't out rule that they are made in a FDA facility but I am extremely doubtful based on so many other false claims they made. Remember a facility will house many supplements and not just Sharp Ear.

49:57

201,533 people were cured so far by them. **LIAR!**

Ingredients

Click on the links to be redirected to pages that explain how they relate to hearing loss and tinnitus. There is no evidence any of these supplements reverse hearing loss or tinnitus. One even makes tinnitus worse.

Ginkgo Biloba

St John's Wort

Vinpocetine

6.

Investigate vinpocetine: One of Europe's most popular tinnitus remedies is a branded vinpocetine product, Cavinton®, a nootropic (smart-drug) that has been shown, like Ginkgo, to be a cognitive enhancer via its circulation-enhancing properties. But [the one study that I could find on vinpocetine and tinnitus reported positive results only when it was given intravenously](#); to date, no double-blind placebo controlled studies have verified its efficacy when given to human subjects as an oral supplement.

HUPERZINE A (no mention of hearing loss found)

Original poster in thread had a spike due to L-Glutamine

Within one week of supplementing with 5-10g of L-Glutamine, my ears began feeling "full" and ringing so loud even the fan I always have on because of the prior minor ringing - could barely be heard.

So, what I theorize here is: Could L-Glutamine supplementation in certain individuals cause an excess of Glutamate in the auditory cortex - and thus, cause or exacerbate tinnitus?

Fake Testimonials

I hold the view that all of these testimonials are fake, Just like the story.



50:10

Thomas Wallis 60 from Springfield Illinois

I was just about to get cochlear implants when I came across your video. I was so afraid of it that I decided to try your method. Thank God I did! I haven't been so happy in years to hear this well again is nothing short of a miracle. I can finally sit down with my family at the dinner table and listen to my nephews funny stories and talk with my children. Thank you so much.



50:46

Jack B 57 Buffalo New York

It was really depressing being that hard of hearing relative that annoys everyone at family gatherings because they ask "What did you say?" all the time. I also had mild tinnitus in one ear, horrible! Now I'm still pinching myself when I wake up in the morning and I hear the birds chirping. Also can you believe the ringing in my ears is almost gone. My memory is better.

-Note this individual claims that he is hard of hearing and family members ask "WHAT DID YOU SAY?" Logically speaking shouldn't that be the other way around. He is the one with hearing problems not them. It appears obvious this line is a typo in the scammers script.



51:27

Doris S 53 from Quincy Massachusetts

My husband was preparing to learn sign language, after years of struggling and hearing aids he was almost deaf. When the doctor told him there was no hope. It was heart breaking. We've tried your method out of desperation and it's been amazing ever since. I can't believe we are both listening to our favorite music, visiting friends and chatting for hours on end. I hope everyone finds out about this

I the author “contrast’ am strongly urging you the reader to not purchase this product. SharpEar hearing supplements will not cure hearing loss or tinnitus. They will only take your hard earned money away from you. I have seen many many other ecommerce scams doing the same thing, If you choose to go against my warnings and purchase this scam I cannot help you there. Please make the right choice and do not purchase this snake oil.

[Here are some of my other threads exposing scams](#)

[Sonus Complete tinnitus supplements are a scam](#)

[Volumil tinnitus and hearing loss supplements is a scam](#)

[SynapseXT tinnitus and hearing loss supplements are a scam!](#)

As you can see I am working on writing reviews on emerging ecommerce scams and I take this very seriously. Thank you for reading this document.