

CrittEar Unveils Calm, Dog Earplugs

The First Patented In-Ear Hearing Protection Device For Dogs



CrittEar

Protecting Dogs' Ears, Calming Dogs' Fears

Seattle, Sep 11, 2020 ([Issuewire.com](https://www.issuewire.com)) - [CrittEar](#)® today officially unveiled [Calm](#)™—the first patented in-ear dog earplugs that provide hearing protection for dogs—featuring revolutionary sound quieting technology, matched with an ergonomically-perfected design to provide dogs sleek, custom-fit hearing protection. *Calm* dog earplugs are made in the USA and come in sizes to fit every dog and are made with medical-grade/use-approved, specially-formulated memory foam that uniquely and perfectly contours to every dog's ear canal. *Calm* allows dog owners to protect their dog's sensitive hearing while they also provide a sense of 'calm' and comfort during anxiety-provoking situations. Dogs will benefit by using this unique product during:

- Dealing with noise anxiety
- Dog grooming
- Veterinary visits
- Travel
- Hunting
- Fireworks
- Thunderstorms
- Lawn and farming activities
- ATV rides with family

Calm also provides unique assistance for working dogs, therapy dogs, and other dogs who are often in loud environments.

“Combining my extensive experience in audiology with collaborative input from veterinarians has brought *Calm* to fruition - and more importantly, provide a much-needed resource to help protect dog’s hearing,” said Susan Hansen, CrittEar’s CEO. “While humans can detect sounds between 20Hz and 20,000Hz, dogs can hear sounds four times farther than we can, and they can also detect sounds in the frequency range of 40 Hertz (Hz) to 60,000Hz. This is why all dogs need *Calm* in-ear earplugs.”

“With *Calm* our dog Mookie, who has noise-triggered fear aggression, can tolerate having contractor personnel in our house during our renovation project. We just trained him with treats while we inserted the earplugs, and once in, Mookie instantly calms down and his aggression is greatly relaxed,” said Joe Johns, a satisfied CrittEar client.

CrittEar is expanding its lead in the industry by developing in-ear dog hearing tools/aids for hunting dogs, working dogs, and K-9’s. They are positioned to sell products for these specific dogs in 2021.

Pricing & Availability

CrittEar *Calm* comes in five distinct sizes based on a dog’s size—small: 12 to 24 lb., medium: 24 to 60 lb. and large: 60 to 90 lb.; with extra small (2 to 12 lb.,) and extra-large (90 to 120 lb.,) available the second quarter of 2021. *Calm* products retail for \$35 and wholesale pricing is available for veterinarians, groomers, and retail outlets.

* CrittEar products are only available in the US.



Media Contact

Rebecca Sanchez

info@crittear.com

Source : CrittEar

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