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## **CRITTEAR LAUNCHES FIRST IN-EAR HEARING PROTECTION FOR DOGS ON INDIEGOGO**

*CrittEar, a new innovative pet product manufacturer, will be partnering with Indiegogo to launch their first in a planned line of patent-pending in-ear hearing protection products designed just for dogs.*

**Burlington, WA (June 19, 2019):** CrittEar, a new innovative pet product manufacturer, will be partnering with Indiegogo to launch their first in a planned line of in-ear hearing protection products designed just for dogs. With support and research from Veterinarian Lori A. Blackwell, DVM, entrepreneur Susan Hansen has designed an entire line of dog hearing protection. After a year of design and testing, Susan and her team of dog owners and trainers are ready to launch and sell the CrittEar Calm.

“As a veterinarian, I am eager to be able to offer my patients hearing protection. Although the CALM product will be useful in many situations, I am most excited to offer it to pets with noise aversion and phobias. I think that it will be an excellent option for pets that react poorly to thunderstorms and fireworks.” –Dr. Lori Blackwell

Calm by CrittEar is the first and only patent-pending in-ear hearing protection for dogs. Calm by CrittEar has a unique shape specifically created for a dog's ear canal that fits dogs from chihuahuas to great danes. It's reusable, easy to use, and provides instant noise suppression. Calm is made with medical grade materials, and has gone through extensive research and testing. Calm is veterinarian and medical doctor approved.

At CrittEar they know that pets are like family and how pet owners love to take them everywhere, but many pet owners don't think about how sensitive their ears are or how damaging some noises can be. Many dogs respond with fear or anxiety during thunderstorms, fireworks and other social events, even while taking risky medications. Calm was created to help keep dog's safe through hearing protection. The Calm product foam fits into a dog's inner ear canals and molds itself for a soft, noise suppression, allowing the dog to relax and be calm. Calm by CrittEar is also much safer and less expensive than

medications. The ear plugs also come in different sizes. Training dogs to enjoy noisy environments using Calm is as easy to use as training your dog to sit, shake or stay.

Early adopters can Calm by CrittEar on their Indiegogo page beginning July 1, 2019; starting at \$25 for the Super Early Bird adopters. The Calm is designed for assembly and production in the USA.

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