

For Immediate Release:



Listen up music lovers!

You know that summer has finally arrived, when the festival season begins. Each summer, over 3 million people will flock to a music festival, and with over 600 to choose from in the UK alone, from Reading, V Festival, Glastonbury, Isle of Wight to Download - the list and variety of concerts and venues is endless.

Many festival goers spend countless hours dutifully checking weather forecasts in advance and whilst sun cream, sunglasses, waterproofs and wellies are essential survival items, one very important item often overlooked is hearing protection.

So listen up music lovers - arena concerts and clubs can produce dangerously high volumes of sound easily exceeding 85dB, which is the level at which serious ear damage can set in, and the sound at big music festivals can reach 130dB - like listening to a jet engine take off. Just 15 minutes of exposure without hearing protection can cause serious hearing damage. Hearing damage is irreparable - it doesn't heal, it won't get better. And the worst bit is, hearing damage is cumulative - it builds over time, getting worse and worse.

According to Action on Hearing Loss, 90% of people have experienced serious signs of hearing damage after just ONE night out. To raise awareness amongst music lovers to look after their ears they conducted a survey on 1,000 people asking what Tinnitus was. Shockingly 39% of those asked didn't know, a further 22% thought it was an allergy to metal and 11 people thought it was a repetitive strain injury.

Tinnitus is ringing in the ear; it can be a dull or constant painful ringing sound that can cause dizziness, loss of equilibrium and difficulty sleeping to even total hearing loss. Tinnitus is brought on from listening to loud music at festivals, nightclubs and gigs or through mp3 players and can be avoided by simply using hearing protection. Even if you already have Tinnitus, by using protection, your hearing will not deteriorate further.

Auritech 'Music to your ears'!

Auritech is a UK brand with 20 years' experience across Europe in designing custom-fit hearing protectors – and has recently launched universal-fit Auritech Music Hearing Protectors. Unlike traditional foam, wax or silicone earplugs Auritech Music Hearing Protectors contain precision-tuned, patented ceramic filters. This new technology ensures maximum protection from dangerously high levels of noise - yet **allows music to be heard absolutely clearly as it should be**; all communication remains clearly audible and there is no muffled/blocked effect standard with normal ear plugs.



Auritech enables the user to protect their ears, whilst enabling them fully to enjoy the music and atmosphere of the festival without loss of sound clarity and without the noise hangover the next day.

The unique silicone-free, hypoallergenic thermoplastic outer construction of Auritech Music Hearing Protectors makes them **comfortable to wear for extended periods** as there is no pinching, sweating or other discomfort and is suitable for all ages. They are **re-usable** and can be washed in warm, soapy water.

Auritech Music Hearing Protectors is your festival essential and can be purchased from larger Boots stores or www.Boots.com or online directly from Auritech at www.auritech.co.uk, Tel: 01483 516434. RRP: £19.95 per set which includes an aluminum tube for safe stage.

Notes to editors:

It's a fact that loud and live music can damage your hearing. If you listen for any period of time without hearing protection you are putting yourself at risk because as time goes by you will eventually suffer hearing damage. Theoretically the louder the level of noise generated the more damaging. This sort of damage can be anything from a ringing in the ears - Tinnitus, or total hearing loss. Hearing damage is irreparable - it doesn't heal, it won't get better.

Music lovers can be subjected to noises levels up to 100dB in nightclubs and 130dB at live concerts. Permanent hearing damage can occur from 85dB so it is essential always to use hearing protection. The independently measured mean sound attenuation (to EN352-2:2002) of Auritech Music Hearing Protectors is 28.5dB at the higher (most damaging) frequencies. Auritech Hearing Protectors are made by Appia Healthcare Limited and designed by leading audiologists and hearing technicians in the Netherlands, with over 20 years' experience. Auritech Hearing Protectors are tested by the IFA (Institute for Health and Safety at Work), and the Social Accident Insurance (DGIV), in Germany. All Auritech products comply with and pass strict European guidelines of EN35-2:2002.

To request a set for product review, Please contact Helen at Eventageous PR, T: 01452 260063 email: helen@eventspr.co.uk