FOR IMMEDIATE RELEASE

**Minuendo Launches Lossless Earplugs**
*Minuendo Lossless earplugs aim to reduce hearing loss for musicians*

**OSLO, Norway** (April 8, 2021) – Minuendo, one of the leading manufacturers of adjustable earplugs, today announced the launch of its Minuendo Lossless earplugs.

Minuendo’s mission is to increase awareness about hearing loss prevention, and to provide a product that musicians can use to make the auditory experience safe, while at the same time retaining audio quality.

The development of some hearing loss conditions are cumulative over time. This includes Noise Induced Hearing Loss (NIHL). There are no current treatments that have shown to be effective in reversing the course. Minuendo Lossless earplugs allow musicians and live performers the choice to control sound levels throughout practice and rehearsals. This may prevent potential adverse effects from occurring as a result of excessive exposure.

Moderate sound levels in practice situations can also be harmful over time, including for acoustic instruments. For those who have continued this practice regimen for years or decades, it often results in hearing damage and tinnitus. Some damage can occur near-instantaneously, such as loud feedback during a sound check, or a sudden cymbal hit from a drummer.

“I was motivated to create Minuendo Lossless earplugs because I used to play guitar in several loud bands, but the sound quality of cheap foam earplugs just ruined the experience,” said Chief Product Officer and Co-founder, Tom Trones, Minuendo. “There is a definite use for earplugs that are as transparent as possible, to meet the needs of both the performers, and the concertgoers who choose to protect their hearing.”

**Key Features:**

•Variable passive HiFi filter

•Stepless manual adjustment (7 to 25dB reduction)

•Designed for comfort
•Natural flat frequency response

•Patented adjustable membrane

•No electronics or batteries

Although Minuendo Lossless earplugs are primarily designed for musicians and concertgoers, early results have shown they are beneficial in other use cases. This includes clubbing, riding motorbikes, bartending, working with children, and hyperacusis treatment.

For more information, please visit [www.minuendo.com](http://www.minuendo.com/).

**About Minuendo**
Minuendo has created the world’s first adjustable HiFi earplugs. Patented membrane technology that mimics nature works as a second eardrum, and keeps the user protected with natural high-fidelity sound, while also giving it a seamless adjustment between light (-7dB) and heavy (-25dB) sound reduction.

Minuendo was awarded the prestigious Red Dot Design Award for Healthcare Brand in 2020, as well as the International Sound Awards in four categories.

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