



# Introducing TinniSoothe

Howard Presland & Jez Lawson



# HOW DID TINNISOO THE COME ABOUT ?

2013



2018



2019



2022



2024



2025





# INTRODUCING OUR PRODUCT – TINNISOOO™

## Portable, discreet and non-invasive

- ✓ Emits white noise through a tiny speaker
- ✓ It can be worn like a pendant around the neck
- ✓ Or it can easily be clipped onto clothing
- ✓ No need for headphones or earbuds
- ✓ Simple buttons control volume & frequency
- ✓ No WiFi, no Bluetooth, no fuss
- ✓ Module is only 2.3 inches (59mm) and weighs less than half an ounce (16 grams)



- ✓ Docking cradle is for night-time use
- ✓ Module switches to night-time settings when docked
- ✓ Lithium polymer battery recharges overnight
- ✓ Battery lasts at least 48 hours when fully charged
- ✓ Maximum relief for minimum effort

**Gives 24/7 relief,  
day and night**



**TinniSoothe™ is the world's only wearable sound therapy device, supporting tinnitus relief day and night - without anything in or behind the ears**



# HOW IS TINNISOO THE DIFFERENT TO OTHER DEVICES ?

## Continuous Relief

*"It's my comfort blanket."*

## Configurability

*"You can get the settings just right."*

## Convenience

*"I get up, put it on & go about my day."*



- Simple to set up and start using
- No WiFi, no Bluetooth, no fuss
- Discreet and easily ignored
- Wear it for work and play\*  
\*TinniSoothe is not waterproof
- Micro settings for volume (60 steps) and frequency (40 steps)
- Rechargeable battery, with up to 48-hours charge time
- Day-to-night seamless support
- Class 1 Medical Device (MHRA)
- Made in Britain
- Invented by tinnitus sufferers
- 30-day money-back guarantee

# TINNISOOTHE IS A PATENTED TECHNOLOGY AND REGISTERED AS A CLASS 1 MEDICAL DEVICE

TinniSoothe is officially registered as a Class I medical device with the MHRA and EMA



TinniSoothe has won two grants from Innovate UK, the government's national innovation agency



TinniSoothe was granted a patent in 2021 by the UK Intellectual Property Office, for its unique portability



# HOW DOES TINNISOOOTHE WORK?

1.

## DISTRACTION

- Volume & tone are very configurable, ideally to be set just below the tinnitus
- We **never** talk about masking
- Distraction can be effective in calming acute tinnitus distress and anxiety
- Better sleep improves day-time tinnitus, which in turn improves sleep

2.

## HABITUATION

- Supports the longer-term goal of habituation and living well with tinnitus
- Can be used alongside other therapies such as CBT / ACT
- Can be worn in conjunction with hearing aids or cochlear implants
- Over time, TinniSoothe volume is reduced to avoid over-reliance



"The use of sound to help manage tinnitus is a well-established technique."



"Sound therapy can significantly lower the perceived burden and intensity of tinnitus."







# WHO CAN BENEFIT?



- Those who live with bothersome or severe tinnitus, but low/no hearing loss
- Those struggling with tinnitus who can't tolerate wearing ITE / BTE devices
- Those with combination hearing aids who would rather unblock the auditory canal
- Those living with tinnitus who wear aids or cochlear implants (especially daytime)
- Those digitally excluded or with low digital literacy; as no WiFi or app needed
- Those who experience sleep disturbance or insomnia due to their tinnitus

# WE ALREADY HAVE OVER 100 VERIFIED REVIEWS

## WE SCORE 5.0 STARS ON GOOGLE AND 4.6 ON HELPFUL CROWD




**"As an audiologist who wears hearing aids and has severe tinnitus myself, I have been really impressed with the efficacy of TinniSoothe.**

**TinniSoothe is so easy to use and it has become my comfort blanket. Knowing I'll notice my tinnitus less, allows me to enjoy each day more."**

**Katy Waterman, Audiologist and TinniSoothe Trialist**

### Reviews

All Replied Unreplied

**Bev Hales**  
Local Guide • 26 reviews • 3 photos

★★★★★ 13 weeks ago

Oh my goodness - where do I start?


First things first - the Tinnisoothe module is a game changer for my husband who normally never adopts anything he's not thought of himself.

He's taken to this like a duck to water and its obviously making a huge difference in his day to day life by overcoming the usual Tinnitus and ringing in his ears that he suffers with constantly.

We've had a couple of times we've needed advice, where I contacted Tinnisoothe by e mail over a weekend. Their response is first rate, coming through quickly with supportive answers to put us back on track.


Their service is an equal match for this fantastic product. I'm extremely grateful for their

**4.6**  
★★★★★

Verified Reviews  
85 reviews on  HelpfulCrowd



★ 85

January 09, 2026

  
TINNISOOTHE WEARABLE MODULE & DOCKING CRADLE

### Gives ears much-needed rest from the ear device

I bought it for my dad, who suffers from tinnitus. The ear device he uses affects the inside of his ears and can be quite painful. He has been using TinniSoothe for less than a month, but he has been sleeping much better, and it gives his ears some much-needed rest. Hopefully, it can help improve hi... [read more](#)

 **Natalia S.**  Verified buyer





# INDUSTRY RECOGNITION AND ENGAGEMENT

## TinniSoothe and Boots Hearingcare Partner to Expand Access to Innovative Tinnitus Relief Solution

**TinniSoothe**  
Tinnitus Relief. All Day. All Night.

**Boots**  
Hearingcare



MENU

HTM

May 12, 2025

LONDON, UNITED KINGDOM – TinniSoothe, the British manufacturer of wearable devices for 24/7 tinnitus relief, has partnered with Boots Hearingcare, the leading private hearing care provider in the UK. This strategic tie-up will make TinniSoothe's discreet sound therapy solution available to a broader audience.

The collaboration integrates TinniSoothe™ into Boots Hearingcare's portfolio of hearing solutions, giving its customers a non-invasive tinnitus management option. TinniSoothe delivers adjustable sound therapy through its patented, neck-worn device, helping to divert attention from the persistent noise associated with tinnitus.

The device is registered as a Class I medical device in the UK and EU, and is designed to be worn comfortably throughout the day, without the need for

HARLEY  
STREET  
HEARING

Home / News / What is TinniSoothe? A new approach to sound therapy

# What is TinniSoothe? A new approach to sound therapy

Dr Gladys Sanda



Ms Lena Batra



Mr Rob Shephard



Dr James Jackson



### TinniSoothe

1,751 followers  
5mo •

🔥 Announcing the **TinniSoothe** Clinical Advisory Board !!

We're very proud to share a major step forward in our mission to support people living with tinnitus.

Today, we officially launch Clinical Advisory Board, bringing together respected leaders across audiology, psychology, and hearing care. Full bios are available from our web site, or via the comments section below.

♦ **Mr Rob Shephard** – Consultant Audiologist with 40 years of clinical experience, Rob provides a dedicated tinnitus management clinic. An active member of the **World Health Organization's** World ...more

👍👍👍 37

2 comments · 5 reposts

👍 Like

💬 Comment

🔄 Repost



Home About HTM

2025

**TinniSoothe**  
Tinnitus Relief. All Day. All Night.



Hearing  
Technology  
Innovator




HTM

# OUR EVIDENCE BASE IS NASCENT, BUT GROWING


## FROM AN IN-HOUSE TRIAL TO A PEER-REVIEWED RCT

### The Search For Tinnitus Relief

TinniSoothe publishes results from user trials conducted over the last two years





**TinniSoothe**  
Tinnitus Relief. All Day. All Night.



Support • Research • Prevent

TinniSoothe™

Type	Safety	Efficacy	Recommended?
	1	2	
Audio device	Regarded as safe	Some evidence that it is effective	Personal preference


In detail:

Claims for treatment	<p>"We will never claim that we have invented a cure for tinnitus, or even that we have come up a new therapeutic approach. But we have re-imagined an established technique to provide tinnitus relief. TinniSoothe is a new mode of delivery for sound therapy, or sound enrichment." [1]</p> <p>"Used as recommended, TinniSoothe has been designed to be most effective with two of these general mechanisms:</p> <ul style="list-style-type: none"><li>• Distraction: using external sound to divert a patient's attention from the sound of tinnitus</li><li>• Habituation: helping the patient's brain reclassify tinnitus as an unimportant sound that can and should be consciously ignored." [1]</li></ul>
What is the treatment?	<p>TinniSoothe is a small wearable device that delivers white noise. The noise is adjustable in volume and frequency. [2]</p>

Tinnitus UK try very hard to make sure our information is right, but this information should not be taken as medical advice. You should always check with your doctor before trying any tinnitus treatment.

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### Combat Stress and TinniSoothe Launch Clinical Trial for Wearable Tinnitus Therapy in UK Veterans



**COMBATSTRESS**  
FOR VETERANS' MENTAL HEALTH

 HHTM

**November 9, 2025**

LONDON, UNITED KINGDOM — Combat Stress has announced a new clinical trial in partnership with British health tech company TinniSoothe to evaluate the use of a wearable tinnitus device among UK veterans. The waitlist-controlled study



# ABOUT THE COMBAT STRESS STUDIES

## 1. FEASIBILITY STUDY

- A feasibility study using TinniSoothe devices was conducted last year
- The study supported the feasibility and acceptability of TinniSoothe in 20 UK veterans
- The majority elected to keep the device and would recommend it to friends and family
- To be published soon in The Journal of Hearing Science

## 2. CLINICAL TRIAL

- A controlled trial has now been run to investigate the effectiveness of the device
- Quantitative outcome measures include the TFI, GHQ-12, ISI, and the SWLS
- Participants were randomly allocated to the immediate intervention, or the waitlist control
- Trial protocol is published [here](#) with peer-reviewed data to be published later in 2026

Evaluating a tinnitus device for reducing tinnitus symptoms and mental health difficulties in veterans: waitlist-controlled trial protocol

Phoebe Howlett <sup>1\*</sup> , Dominic Murphy <sup>1,2</sup> 

Explor Digit Health Technol. 2025;3:101165 DOI: <https://doi.org/10.37349/edht.2025.101165>

**Received:** August 07, 2025 **Accepted:** September 05, 2025 **Published:** October 14, 2025

**Academic Editor:** Pasquale Caponnetto, University of Catania, Italy

The article belongs to the special issue [Digital Health Innovations in the Battle Against Psychological Problems: Progress, Hurdles, and Prospects](#)

## Abstract

The prevalence of tinnitus in veterans is notably higher than in the general population and can significantly disrupt daily life. Given the impact of tinnitus, along with the lack of effective interventions, exploring new approaches is warranted. Wearable sound technology offer a non-invasive and easily accessible approach. However, limited research has explored the effectiveness of sound therapy in UK veterans. A prior study supported the feasibility and acceptability of a non-invasive wearable device (i.e., TinniSoothe) in a sample of veterans.

Check for updates

**COMBAT  
STRESS**  
FOR VETERANS' MENTAL HEALTH



# IN IT FOR THE RIGHT REASONS: SUPPORTING TINNITUS **AND** MENTAL WELLBEING\*

Combat Stress is the UK's leading veterans' mental health charity. The work they do is life-changing and often life-saving.

In support of  
**COMBAT  
STRESS**  
FOR VETERANS' MENTAL HEALTH

Help Musicians is the leading UK charity for musicians of all genres. They put positive mental wellbeing centre stage in music.

Help  
Musicians

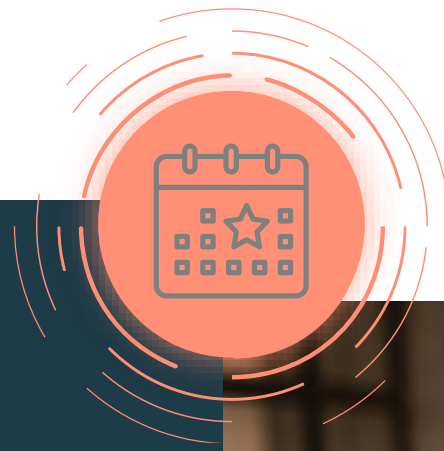
Tinnitus UK is striving for a world where no one suffers with tinnitus. They provide free support to the 1 in 7 UK adults living with tinnitus.

TINNITUS

\*Tinnisoothe donates £5 from every sale made to the three charities shown

# 2026 PRIORITIES

- Provide additional benefits through design & development of “T2” device
- Extend access to high street chains, independent clinics and possibly NHS
- Continue to grow evidence base and publish independent research



# SPECIAL OFFER TO BSHAA MEMBERS

Until **March 31**, BSHAA members can get a **50% discount\*** on a TinniSoothe device for their clinic:

CODE – BSHAA50

Normal price - £365 (inc VAT)

BSHAA demo device - £182.50

\* Offer applies to one device per clinic



**Order your demo device at [www.tinnisoothe.com](http://www.tinnisoothe.com) with special discount code BSHAA50 (for clinics only)**



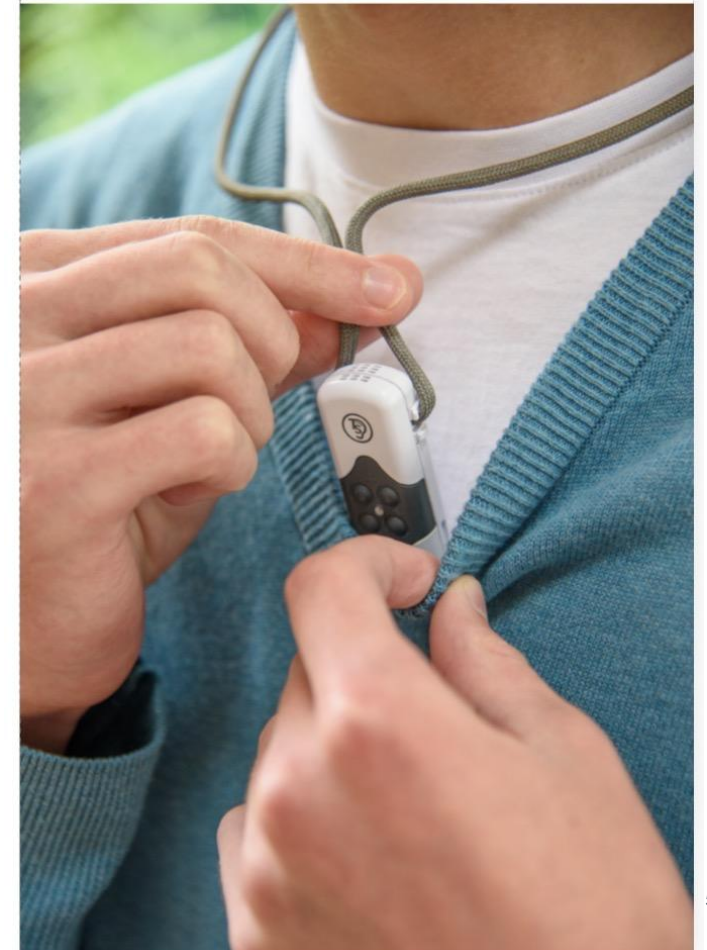
# REQUEST FREE INFORMATION LEAFLETS

1. Email us at [hello@tinnisoothe.com](mailto:hello@tinnisoothe.com)
2. Confirm which clinic(s) the leaflets are for
3. Let us know how many you need, up to 25 max

**OPTION: Request a 20% discount code – unique to your clinic - that you can pass onto your patients**

**TiNiSoothe®**  
Tinnitus Relief. All Day. All Night.

Simple, Practical and Effective  
Sound Therapy for Tinnitus





# Thank you

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Email us at [hello@tinnisoothe.com](mailto:hello@tinnisoothe.com)