



FOR IMMEDIATE RELEASE

## **50 Million Americans Suffering from Tinnitus Offered Relief with Science-Based, Therapeutic Diapason App**

*Considered a class-1 medical device in Europe, Diapason already used by 45k people.*

**CHICAGO, March 11, 2021** — While tinnitus (ringing in the ears) has no cure, one science-based app, [Diapason](#), can offer relief to some of the 50 million people suffering in the U.S. Launched in France and the U.S. in January 2019, Diapason now offers four therapy modes: cognitive and behavioral therapy, acoustic pulses, sound therapy and relaxation. Users find and re-create the exact frequency and bandwidth of their specific tinnitus.

Tinnitus is one of the most common health conditions in the U.S. It occurs when people hear sound – such as buzzing, swooshing, hissing, clicking and whistling – yet no actual external noises exist. About 15 percent of Americans experience tinnitus, with 20 million, having a chronic (constant) condition, according to the U.S. Centers for Disease Control (CDC).

Unlike the vast majority of tinnitus apps that focus on sound masking, Diapason combines diagnosis, education, sound therapy and psychology to provide a more complete, science-based offering. Diapason is considered a class-1 medical device in Europe through its licensing with the French National Agency for Medicine and Health Product Safety (ANSM).

Most therapeutic treatments for tinnitus are offered only through hearing clinics. Diapason gives users access to many of these therapies right from their smartphones. The app's three- to five-minute activities are tailored to each user's exact tinnitus pitch and tone. Diapason uses that exact sound for "exposure therapy." This reduces a user's sensitivity and discomfort.

Many users experience an improved quality of life in as fast as two weeks, with more significant and enduring improvements happening after a few months. More than 45,000 people have downloaded Diapason.

***"I have severe bi-lateral tinnitus from my time in the U.S. Army, and the exercises within the Diapason app have been quite helpful in managing my tinnitus," explained Todd Brackman, a longtime Diapason user and Philadelphia resident.***

During the month of March, Diapason's creator, French company Immersive Therapy, is providing 200, one-year subscriptions free to tinnitus sufferers through audiologists and directly to consumers.

The Diapason app can be found on the [App Store](#) and on [Google Play](#), where a full check-up can be done free of charge. The full-featured, therapeutic program is \$129 a year.

"We want everyone to have access to tinnitus treatments typically found only in labs and clinics," explained Diapason Co-founder Lilian Delaveau. "Diapason now provides anyone with a smartphone a relevant, science-based, tinnitus therapy program."

Since Diapason's U.S. launch at the Consumer Electronics Show in January 2019, Immersive Therapy has made several updates to the app, including:

- Increasing user activities from five to 15.
- Adding acoustic pulses, a relatively new technique that briefly suppresses tinnitus, offering short-lived but welcome rest during a tinnitus crisis.
- Revamping user onboarding from a confusing, technical medical tool to an intuitive 10-minute, check-up – followed by an emailed, detailed medical summary.
- Engaging with users much more through notifications, follow-up emails, and encouragements – including emails from a coach to help keep users motivated.

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**MEDIA CONTACT:**

Jason Sherman

312-577-7650

[jason@shermancm.com](mailto:jason@shermancm.com)

[SHERMAN communications and marketing](#)

[www.shermancm.com](http://www.shermancm.com)