

FOR IMMEDIATE RELEASE

## Etymotic Unveils All-New Adult HearMuffs Line at SHOT Show 2026: Expanding a Trusted Family of Hearing Protection for All Ages



Etymotic is proud to announce the debut of its **new Adult HearMuffs** at **SHOT Show**, marking a major expansion of the brand’s award-winning hearing protection portfolio. Following the breakout success of its infant and children’s products, Etymotic is bringing the same science-backed protection and thoughtful design to adults— **slated to hit national retail shelves soon.**

The new **Adult HearMuffs** are engineered to deliver **powerful, everyday hearing protection** across a wide range of use cases, including hunting and shooting, heavy machinery, sporting events, concerts, fireworks, travel, and more. Key features include:

- **23 dB noise reduction** for hazardous and sustained loud environments
- **Foldable, compact design** for easy transport and storage
- **Low-profile form factor** for a comfortable, snug fit during extended wear
- Available in **multiple colorways**, with **licensed designs** launching alongside core styles

With versatility, comfort, and value in mind, the Adult HearMuffs are designed to make effective hearing protection more accessible than ever—without compromising performance.



In addition to unveiling the new adult line, Etymotic will also be showcasing its **award-winning Infant and Children’s HearMuffs**, a category the brand helped define. Recognized by **Mom’s Choice Awards** for outstanding kids’ hearing protection, these products are **lab tested, audiologist-recommended**, and trusted by parents nationwide. The children’s lineup is available in infant (0–4 years) and youth (5–10 years) sizes and now features an **expanded assortment of new colors and licensed designs**, making hearing protection both effective and appealing for kids and parents alike.

Designed specifically for developing ears, Etymotic’s Kid’s HearMuffs offer:

- Excellent passive sound isolation with **23 dB noise reduction**
- **Maximum volume limiting** to help preserve hearing
- **Non-toxic, kid-friendly materials**
- **Adjustable headband with smooth foam padding** for a comfortable fit
- Select models with **Bluetooth® wireless connectivity** for safe listening with phones, tablets, or TVs

SHOT Show attendees are invited to visit **Booth 40021 on Venetian Level 1** to explore the full HearMuffs lineup, preview the new adult models, and see how Etymotic continues to lead on hearing protection solutions for every stage of life.

### About Etymotic

Etymotic is a pioneer in precision hearing protection and hearing health, combining decades of scientific research with innovative design to protect hearing while preserving sound quality.

