



**For Immediate Release**

**Contact: Jamie Baxter**  
[jamie@theimpetusagency.com](mailto:jamie@theimpetusagency.com)  
**(775) 322-4022**

## **Pet Acoustics Reduces Feline Anxiety with New Noise-Cancelling Environments**

*- Patented technology uses sound-absorbing layers to provide audio barriers for sensitive pet ears, reduce travel anxiety and promote a sense of security.-*

(Washington Depot, Conn.) March 7, 2017- Sound Behaviorist and Pet Acoustics CEO, Janet Marlow, is excited to announce the new Safe & Sound line of noise and vibration-cancelling environments for cats. Designed to eliminate fear, anxiety and motion sickness resulting from travel and other sound stimuli, the new line of veterinarian-approved products is a safe and effective solution for cat owners and pet care professionals across the country.

“Feline anxiety is a very common and problematic issue that most cat owners experience in some way or another with their cats,” said Marlow. “Their overwhelming fear and travel sickness can even deter pet owners from taking their cat to the veterinarian regularly which can lead to a number of greater health issues. This product line is going to change our relationships with cats for the better and I’m so glad to be able to be a part of that.”

The sonic environments in which animals live affects their behaviors in ways humans are not always attuned to. Cats hear more than dogs and humans, and certain sounds or vibrations just don’t sit well with them for example. By modifying their experience of the external noises, through sound absorbing layers, Pet Acoustics can diminish behavioral feline stress associated with such. Here’s a closer look at the complete line.



The **Safe & Sound Cat Tunnel** creates a sonic safety zone for cats to help them feel safe and secure. It’s easy to assemble with a Velcro closure and two snaps in the back to keep the tunnel sturdy. The outside of the tunnel is covered in a black material for easy cleaning.



The **Safe & Sound Cat Crate Liner** is designed to fit most cat crates and carriers to diminish motion sickness and anxiety associated with travel. The liner is made from a waterproof canvas that can be wiped clean with ease.



The **Safe & Sound Pet Bed** keeps cats calm and comfortable while they sleep or rest. The bed made with sound-absorbing material works to minimize vibrations from floors as well as other common home and outdoor noises. It's covered in microsuede material that cats don't tend to scratch and is easy to wipe clean. The bed also has a built in pocket designed for use with the Pet Acoustics [Pet Tunes](#) speaker (sold separately).

“Providing good health care will allow your cats to have a longer, more comfortable life. However that won't happen if you can't get your cat out of the house. More cat appointments are cancelled because the cat can't be put into a carrier.” Dr. Pamela Gerds, Advanced Care Pet Hospital, Sartell, MN

The Safe & Sound product environments will be available for purchase starting in March at [www.petacoustics.com](http://www.petacoustics.com).

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**About Pet Acoustics, Inc.** Pet Acoustics, Inc. is a leader in the field of sonic environments and the science behind how sound affects pet behavior. For dogs, cats, birds and horses, Pet Acoustics offers a range of innovative products that are species-specific based on pet hearing ranges. Internationally recognized composer, researcher and sound behaviorist, Janet Marlow and her breakthrough research on the acute hearing of animals, has helped thousands of pets and pet care providers resolve a variety of anxiety-related behavioral issues. To learn more visit <http://www.petacoustics.com/>.



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## **Pet Acoustics Inc. announces the Ultra Calmer Canine Stress Relief Sonic Collar**

*- A solution for dogs that suffer from thunderstorms, fireworks and noise phobias -*

**Washington Depot, CT – March 7, 2017** –Pet Acoustics Inc. is excited to announce their breakthrough research on the acute hearing of animals has contributed to the creation of a series of species specific products. The Ultra Calmer Canine Stress Relief Sonic Collar works to calm canine anxious behaviors within minutes.



According to the research, 40% of dogs and cats suffer from noise phobias, which include thunderstorms, fireworks and separation anxiety. Thousands of pet owners struggle with their pet's anxiety and can be heartbreaking to witness.

“I use science and research to develop my products and want not only pets to benefit from them but the owners too, said Janet Marlow, Sound Behaviorist and Founder of Pet Acoustics. “I’m excited to share my expertise with the launch of the Ultra Calmer for pet parents, veterinarians, groomers and trainers.”

The Ultra Calmer is water resistant and plays the preloaded frequency modified music continuously for up to three hours. It comes in three sizes for small, medium and large dogs and includes a magnetic USB charger. It retails for \$74.95 and available online at [www.Shop.PetAcoustics.com](http://www.Shop.PetAcoustics.com).

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### **About Pet Acoustics, Inc.**

Pet Acoustics, Inc. is a leader in the field of sonic environments and how sound affects pet behavior. Our innovative products are species specific based on pet hearing ranges. Pet Acoustics has helped thousands of dogs and cats with separation anxiety, thunderstorm nerves and with enrichment activities. Our breakthrough research provides pet owners with unique products in the pet wellness market.