

# October 1 Declared National Pet Hearing Health Day

*Pet Acoustics champions pet wellness with the first National Pet Hearing Health Day—spotlighting hearing care for dogs and cats*

WASHINGTON DEPOT, CT, UNITED STATES, September 12, 2025 /EINPresswire.com/ -- Pet Acoustics Launches Nationwide Awareness Effort on the Overlooked Role of Hearing in Animal Health

While most pet owners routinely monitor diet, weight, and mobility, few consider the role of hearing in their animals' well-being. Yet studies suggest that as many as one in three senior dogs and cats experience measurable hearing loss, a condition that can influence behavior, safety, and quality of life.

In response, Pet Acoustics, a global company specializing in species-specific sound therapy, has designated October 1 as National Pet Hearing Health Day — the first observance of its kind in the United States.

At the center of the initiative is the Pet Acoustics+ App, which offers a patent-pending hearing test for dogs and cats, paired with clinically validated music programs designed to lower stress and

## National Pet Hearing Health Day



### October 1

**Check Their Hearing. Protect Their Health.**

Sponsored by  
 **Pet Acoustics**  
What pets hear matters

Celebrate National Hearing Health Day Oct 1

### Try the Free Pet Hearing Test

Safely see how well your dog or cat can hear in minutes from the **Pet Acoustics+** app.

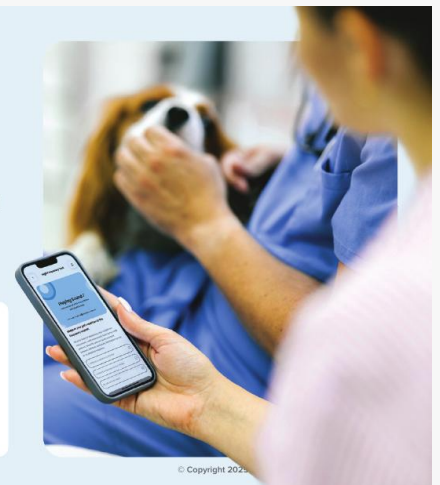


Available on

 App Store

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 Pet Acoustics



Download the Pet Acoustics+ App

support emotional balance. The company hopes the event will encourage veterinarians and pet owners alike to integrate hearing checks into routine care.

“Hearing is central to how animals interact with their world,” said Janet Marlow, founder of Pet Acoustics and a researcher in the field of sound behavior in animals. “As pets live longer, hearing health deserves the same attention as vision, dental, or mobility. Our goal is to bring this conversation into the mainstream of pet wellness.”

#### An Emerging Concern in Pet Care

Aging and longevity: Advances in veterinary care mean pets are living longer, making age-related conditions such as hearing loss more common.

“

Hearing is central to pets’ lives. As pets live longer, hearing health deserves equal focus as vision or mobility. Pet Acoustics aims to make hearing part of mainstream wellness.”

*Janet Marlow, Sound Behaviorist*

Behavioral implications: Animals with diminished hearing may show signs of anxiety, confusion, or reduced responsiveness to training and safety cues.

Preventive approach: Tools that allow families to screen for changes at home offer opportunities for earlier veterinary intervention.

On October 1, Pet Acoustics invites pet owners to download the app, test their pet’s hearing, and consider how sound environments affect their animals. The day is also intended as a prompt for veterinarians to fold the Pet Acoustics+ app auditory screening into wellness exams, particularly for senior animals.

National Pet Hearing Health Day reflects a broader cultural shift in how Americans view their pets — not only as companions, but as family members whose health and longevity are closely tended.


#### About Pet Acoustics



Pet Acoustics, founded by sound behaviorist and composer Janet Marlow, M.A., has spent more



**Download the Pet Acoustics+ App**

Elevate your pet's well-being with the only music proven to reduce pet anxiety.

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 **Pet Acoustics**  
What pets hear matters

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Sound therapy music proven through biometrics for dogs and cats

than two decades developing species-specific sound therapy for animals. Proven studies have been published and peer-reviewed in veterinary and animal health journals, and the music protocols are used in homes, clinics, and animal-care facilities worldwide. The Pet Acoustics+ App represents the company's latest effort to make auditory health tools accessible to every pet owner.

Janet Marlow

Pet Acoustics

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