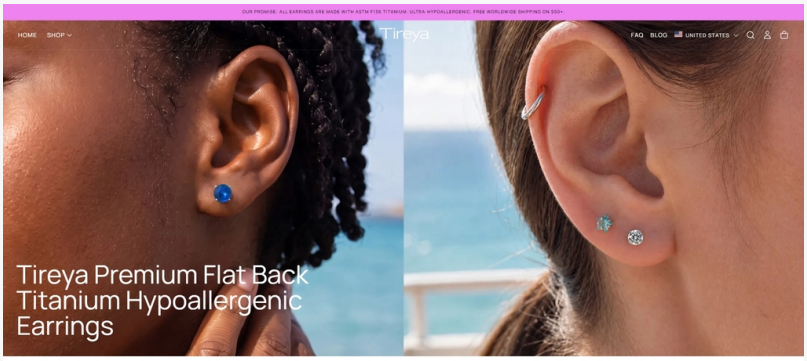
Tireya Official Website Launches: Pain-Free Titanium Flat Back Earrings for Sensitive Ears

Combining ASTM F136 implant grade titanium, round the clock comfort, and vibrant styles to end the compromise between beauty and pain.



Tireya Homepage

NY, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- Tireya, a direct-to-consumer jewelry brand dedicated to sensitive ears, today announced the official launch of its global e-commerce platform. Engineered for high-sensitivity users, Tireya delivers continuous comfort through two flagship product lines:

- Titanium Earrings: Crafted with ultra hypoallergenic materials to prevent skin irritation and allergic reactions.

- Flat Back Earrings: Designed with smooth, poke free backings for painless daily wear and sleeping.

For millions of earring wearers, classic jewelry often comes with hidden discomfort: sharp backings poking into the neck during sleep, heavy metals causing allergic flare ups, and painful irritation. Traditional hypoallergenic earrings made from medical grade materials, on the other hand, have long been criticized for their dull, clinical, and outdated aesthetics. Tireya was born to bridge this exact gap, offering uncompromised comfort without sacrificing personal style.

Born from a Practical Vision

Tireya was founded by Rico, whose vision grew from a simple observation: earrings pass directly through the skin, yet standard jewelry materials rarely meet daily health and comfort needs.

"Jewelry should be a natural extension of your daily life, empowering you rather than causing discomfort," says Rico, Founder of Tireya. "The name Tireya reflects our core philosophy: Ti stands for titanium, representing strength and purity, while Reya represents confidence. Our

goal is to make body-safe jewelry accessible, stylish, and effortless to wear every day."

Medical Precision Meets Modern Design

Tireya elevates industry standards through rigorous material selection and user centric architecture:

- ASTM F136 Implant Grade Titanium: Certified to reach medical grade hyper low allergy standards, making them completely safe for fresh piercings, sensitive ears, and water contact.

- Ergonomic Flat Back Design (Flat Back Earrings): Eliminates sharp post pricks, snagged hair, and pressure points, allowing users to sleep, work out, and shower comfortably with 24/7 non stop wearability.

- Modern Design Aesthetics: Moving away from monotonous medical jewelry, Tireya introduces colorful gemstones, lab diamonds, and geometric shapes into daily fashion essentials.

- Four Distinct Collections:
-- MINIMAL: Sleek titanium flat backs with clean designs for daily wear.
-- COLOR: Vibrant stud earrings designed to add a pop of color to everyday outfits.
-- SPARKLE: Sparkling stud earrings featuring gemstones and jelly opals for evening wear.
-- LUXE: Sophisticated luxury stud earrings designed for special occasions.

- Curated Visual Quality at Accessible Prices: Tireya rejects generic supplier imagery in favor of fully customized, high definition visual storytelling, ensuring premium craftsmanship without inflated luxury markups.

Designed for Sensitive Skin

Whether managing nickel allergies or seeking comfortable sleep wear, Tireya provides a reliable solution. With the new website live, customers worldwide can explore collections ranging from MINIMAL and COLOR to SPARKLE and LUXE, supported by global shipping.

"We want to welcome every sensitive-eared jewelry lover," Rico adds. "Enjoy comfort around the clock."

About Tireya

Tireya is a modern jewelry brand specializing in hypoallergenic flat back titanium earrings engineered for long-term wear. Combining ASTM F136 implant-grade titanium with stylish designs, Tireya eliminates pain and allergic reactions for sensitive skin worldwide.

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