

DEAFMETAL®

JEWELRY BRAND FOR HEARING DEVICES

WELCOME TO THE WONDERFUL WORLD OF DEAFMETAL®
- For style. For safety. For happier hearing health.

DEAFMETAL® is an award-winning jewelry innovation for hearing device users. With Deafmetals you can personalize your hearing aids to capture your own style and personality. The safety rings and chains are also unique design features that keep the aids securely attached, safe from falling off or getting lost.

Deafmetals are compatible with any type of hearing device from any manufacturer, and the Deafmetal fasteners that are used to attach our jewelry and safety solutions to hearing aids, cochlear implants and BAHAs, are purposefully designed to ensure safe and easy use without causing any auditory interferences.

DEAFMETAL® was founded by Jenni Ahtiainen, a Finnish fashion designer who started wearing hearing aids in 2018. She innovated the first hearing aid jewelry for herself, and transformed her lifeless aids into something that looked and felt like her own.

It turned out to be the most important thing she'd ever done, so she gave up designing and styling for celebrities and award shows to create practical solutions and self-expressive jewelry pieces for hearing devices all across the world.



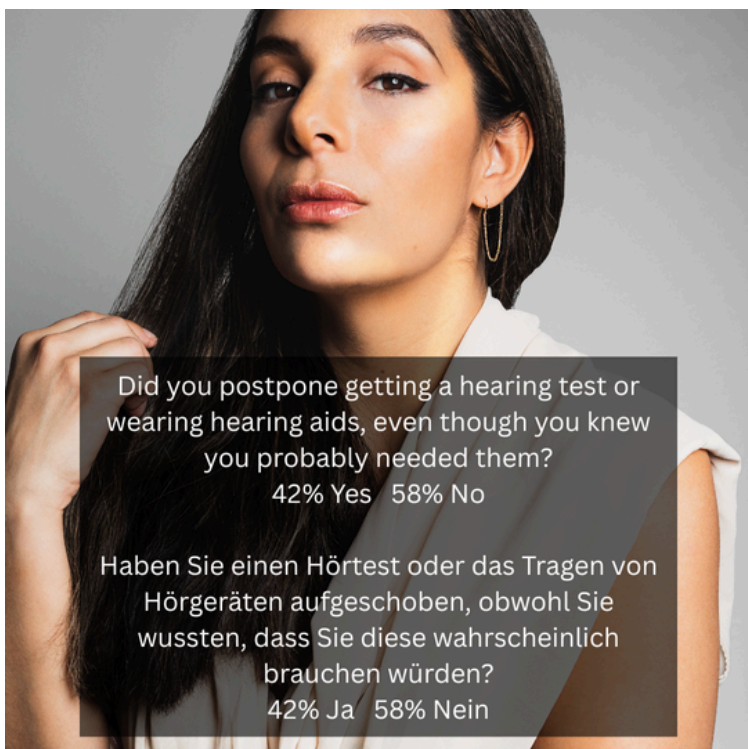
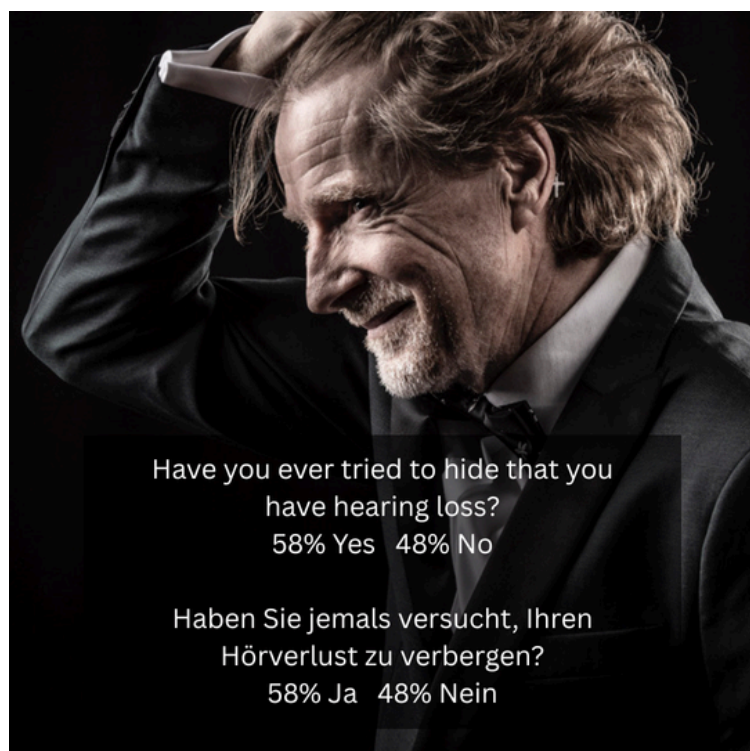
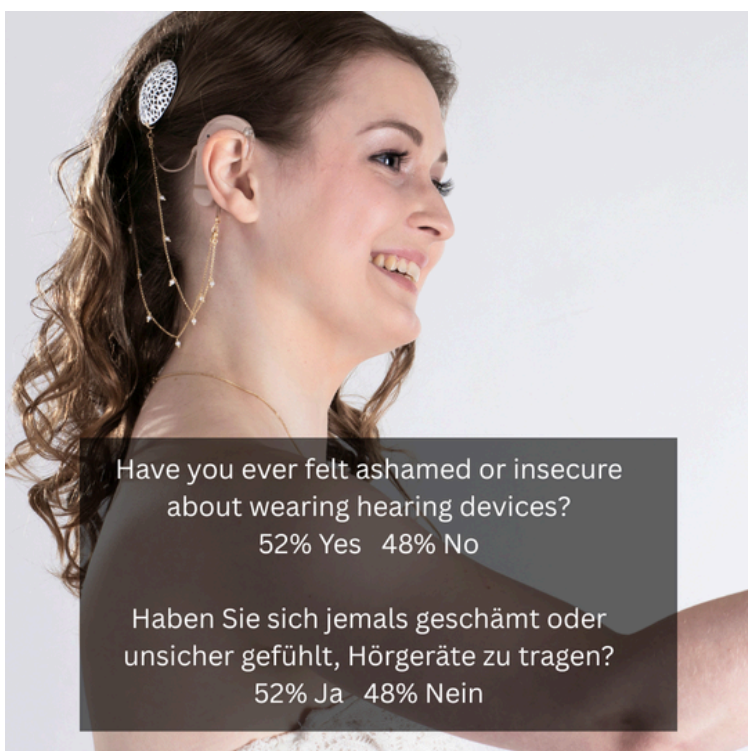
DEAFMETAL® isn't just a jewelry brand, it's a movement...

The most important questions aren't always posed to the people they affect the most. This is how we change that...

Die wichtigsten Fragen werden nicht immer den Menschen gestellt, die am meisten betroffen sind. Das möchten wir ändern...

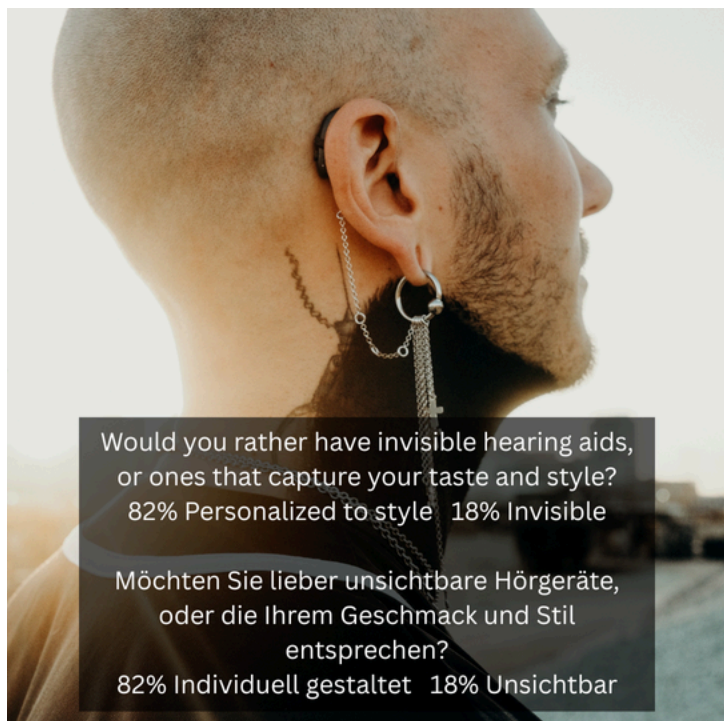
DEAFMETAL®

Survey 2/2025*



*Completed in July 2025 by hearing device users from all across the globe.

*Deafmetal-Umfrage 2/2025 vom Juli 2025 mit Hörgeräteträgern aus aller Welt.

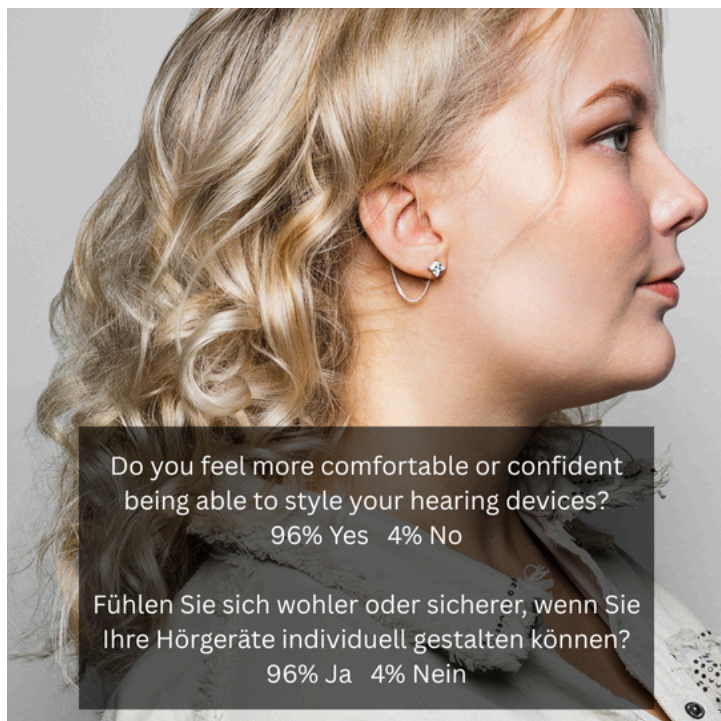


Would you rather have invisible hearing aids, or ones that capture your taste and style?

82% Personalized to style 18% Invisible

Möchten Sie lieber unsichtbare Hörgeräte, oder die Ihrem Geschmack und Stil entsprechen?

82% Individuell gestaltet 18% Unsichtbar



Do you feel more comfortable or confident being able to style your hearing devices?

96% Yes 4% No

Fühlen Sie sich wohler oder sicherer, wenn Sie Ihre Hörgeräte individuell gestalten können?

96% Ja 4% Nein

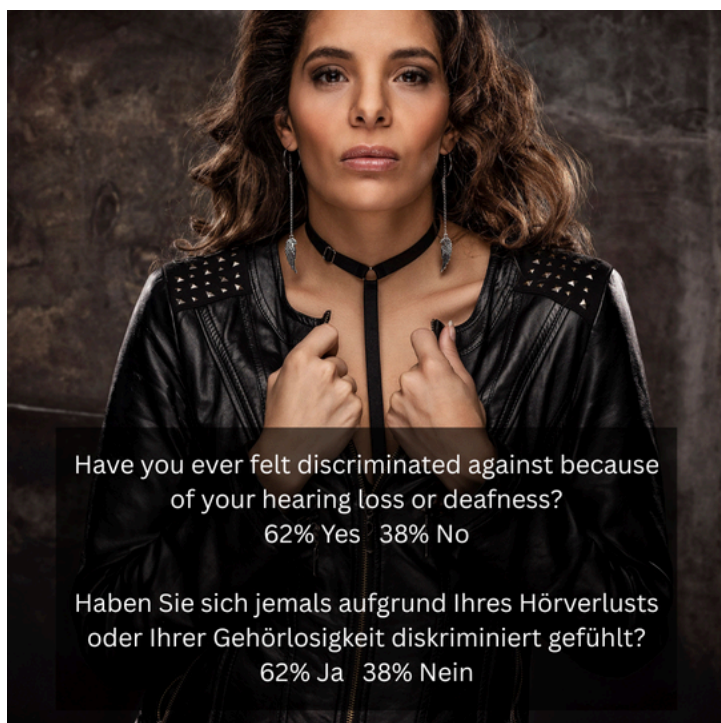


Do you worry that you'll drop or lose your hearing devices (without safety solutions)?

84% Yes 16% No

Befürchten Sie, dass Sie Ihre Hörgeräte fallen lassen oder verlieren könnten (ohne Sicherheitslösungen)?

84% Ja 16% Nein

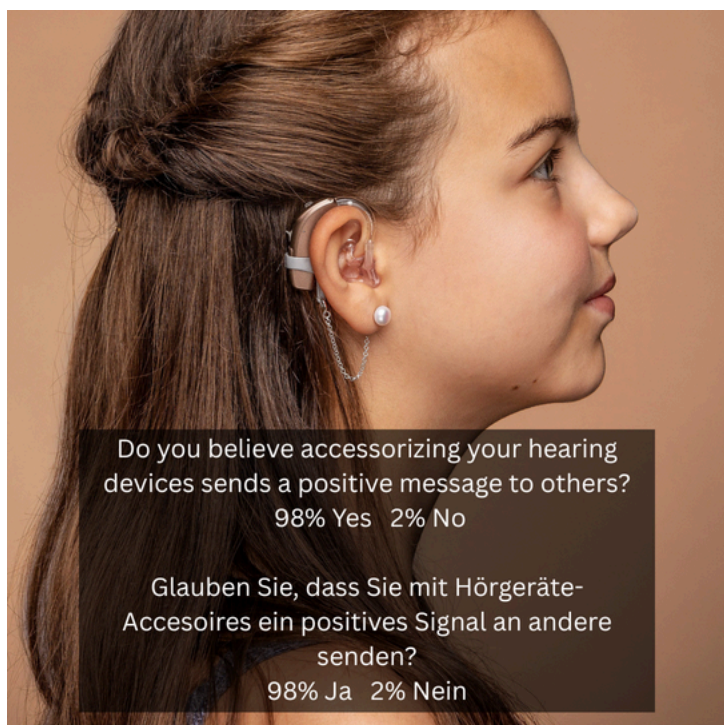


Have you ever felt discriminated against because of your hearing loss or deafness?

62% Yes 38% No

Haben Sie sich jemals aufgrund Ihres Hörverlusts oder Ihrer Gehörlosigkeit diskriminiert gefühlt?

62% Ja 38% Nein

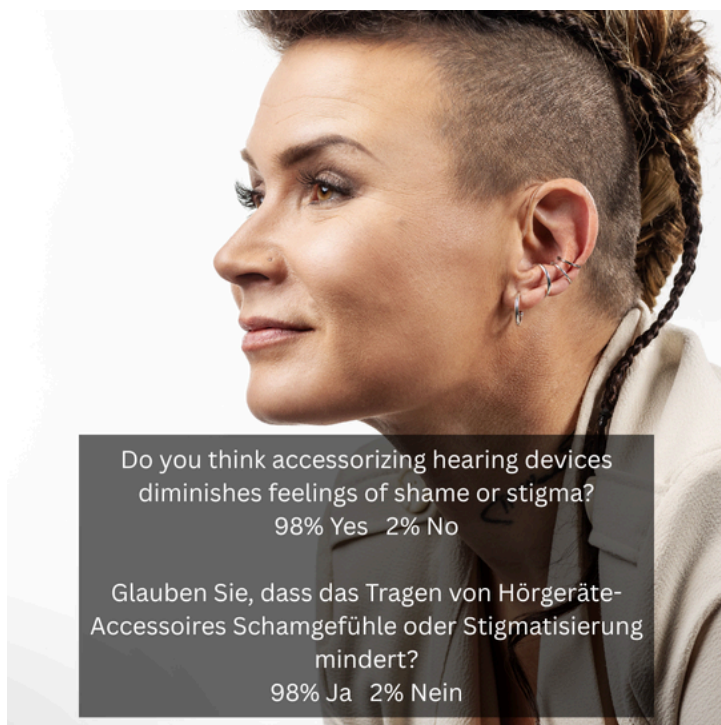


Do you believe accessorizing your hearing devices sends a positive message to others?

98% Yes 2% No

Glauben Sie, dass Sie mit Hörgeräte-Accessoires ein positives Signal an andere senden?

98% Ja 2% Nein



Do you think accessorizing hearing devices diminishes feelings of shame or stigma?

98% Yes 2% No

Glauben Sie, dass das Tragen von Hörgeräte-Accessoires Schamgefühle oder Stigmatisierung mindert?

98% Ja 2% Nein



Jenni Ahtiainen, Jewelry Designer, HoH & Founder of Deafmetal®. Photo: Mikko Huisko.

Deafmetal at EUHA 2025

Finnish-born Deafmetal® brought its jewelry and safety solutions for hearing devices to EUHA for the first time in 2024, and returns in 2025 after a year that left a footprint in hearing aid history. Deafmetal is located at stand #203 - near the exhibition hall entrance!

Making design history

A groundbreaking exhibition at the world's largest design museum - the Victoria and Albert (V&A) Museum in London, now includes Deafmetal jewelry for hearing aids (with ReSound Nexia) and cochlear implants (with Advanced Bionics Marvel) as part of its 'Design and Disability' exhibition which showcases the radical contributions of Disabled, Deaf, and neurodivergent people and communities to design history and contemporary culture, from the 1940s to the present day.

Deafmetal's stand at EUHA will include these pieces that also now form part of the museum's permanent collection, as well as a new series called DeafmetalArt, that reimagines famous paintings and sculptures with something they have always been missing... hearing devices and Deafmetals.

Read more about Deafmetal at the V&A exhibition in Forbes: <https://bit.ly/Frbs2025> and more about DeafmetalArt in an article by Hearing Practitioner Australia <https://bit.ly/DMArt25HPA>

The most practical and inclusive design yet

Launching at EUHA: The Insurance Clip is a brand new flexible Deafmetal safety solution used to hold hearing devices securely attached to your ear, safe from falling off or getting lost. Shaped to the ear, tarnish-free and hypoallergenic, it's comfortable everyday earwear, and essential worry-free activewear for sports and adventuring.

Designed for men, women and kids with no piercings, easy to use with fine motor skill difficulties, and unobtrusive and irritant-free for anyone who can't or doesn't want to wear metal accessories.

The ICs empower anyone of any age with **any type of hearing device to wear their hearing devices more regularly, even in the most challenging situations, and should be readily available in all hearing care practices.**

Not just recycling

Recycling silver loses nothing of its strength or beauty or purity... the only difference lies in sustainability. Using recycled silver rather than mining it anew, means one can drastically reduce pollution, cut CO2 emissions by two thirds and use up to 95% less energy.

All Deafmetal chains are now made of 100% recycled silver, in the rest of the jewelry parts, almost 70% of the silver used is recycled. All Deafmetal's own off-cuts are also recycled back into new objects.

But what about all the pieces of jewelry sitting in others' drawers and jewel boxes? Sentimental things kept, but forgotten, things broken or never worn. Deafmetal's new **Second Chance Project recycles, upcycles and gives new life to what we already own and love**, a 'second chance' as part of a one-of-kind Deafmetal. At EUHA you can see what creativity in design does in response to a world plagued by fast fashion. Read more about the Second Chance Project in the article for Audiology Worldnews <https://bit.ly/AWN25SCP>

Visit Stand 203 in Nuremberg for all of this, and more.

More info & Interview requests

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