

# Mack's® Earplugs are #1 doctor-recommended brand according to new research



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Author: McKeon Products

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WARREN, Mich. – [Mack's® Earplugs \(www.macksearplugs.com\)](#), a world leader in hearing protection products, is the #1 doctor-recommended brand according to new research completed by Kelton Research ([www.keltonresearch.com](#)), a leading independent market research firm with clients that include McDonald's, ESPN, Whole Foods, Wal-Mart and Proctor & Gamble. Mack's® Earplugs are manufactured by McKeon Products, Inc.



In research conducted in November 2008 involving 151 Ear, Nose and Throat doctors from across the U.S., Mack's® was found to be the brand that doctors recommend most. Mack's® is the #1 doctor-recommended brand for

both its moldable silicone and soft foam earplugs. Additionally, when the doctors were asked about specific issues including prevention of hearing loss and getting a good night's sleep with a snoring spouse, Mack's® moldable silicone earplugs and its foam earplugs are the #1 doctor-recommended brands. The research also revealed Mack's® is the #1 doctor-recommended brand of moldable silicone earplugs to help prevent swimmer's ear.

"This research is further validation of the excellent quality of all Mack's® Earplugs products," said Devin Benner, President and CEO, McKeon Products, Inc. "We've worked hard to provide comfortable, effective and convenient products that meet the needs of people concerned with ear health and hearing safety. We're pleased that Mack's® is the #1 doctor-recommended brand of earplugs."

Innovation is an important element of the Mack's® Earplugs success story. The company recently unveiled Mack's® Roll-Ups™ Wallet Earplugs, designed to address the biggest problem faced by earplug wearers – not having them when you need them. Mack's® Roll-Ups™ Wallet Earplugs feature patent-pending technology and fit easily into a wallet. Each package is smaller than a credit card and includes a pair of silky smooth strips of foam that roll up quickly and easily -- providing the ultimate in convenience, comfort and hearing protection.

Mack's® is the #1 doctor-recommended brand in the U.S., with a variety of products designed for sleep, travel, swimming and overall noise reduction. Since 1962, McKeon Products, Inc. has led the retail ear care industry with its original and #1-selling Mack's® Pillow Soft® silicone earplugs. Today, McKeon manufactures a full range of earplugs for a variety of uses. The Mack's® line of products also includes sleep masks, ear drying aids, lens wipes and earwax removal drops. McKeon, an ISO 9001:2000 quality certified company, is committed to supplying the highest quality, innovative products at the lowest possible price.

McKeon Products, Inc. is based in Warren, Mich. The phone number is (586) 427-7560.

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**Media Contact:** Walter Kraft at Caponigro Public Relations Inc., (248) 355-3200.

**Contact Details:** 25460 Guenther, Warren, MI 48091 248-355-3200, [rymill@caponigro.com](mailto:rymill@caponigro.com), [www.macksearplugs.com](http://www.macksearplugs.com)