

STRAIGHT FACTS ABOUT BABY EAR SHAPES

Early ear shaping therapy isn't simply about appearance — it's about giving each child the best start possible. With gentle, early correction, many common ear shape deformities can be improved without surgery.

~30%

of babies are born with an ear shape deformity*

~70%

of those ear deformities will stay the same or become more noticeable without treatment*

7 DAYS

is the ideal time to check for ear shape deformities — while the cartilage is pliable and most responsive to molding*

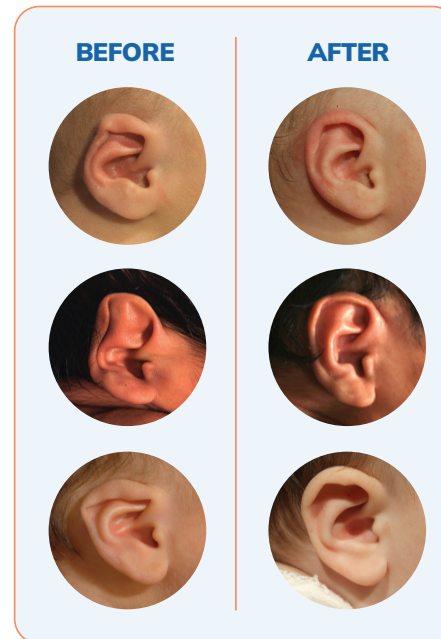
*Byrd, H. Steve, Claude-Jean Langevin, and Lorraine A. Ghidoni. "Ear molding in newborn infants with auricular deformities." *Plastic and reconstructive surgery* 126.4 (2010): 1191-1200.



Forever Shaping
What Comes Next™

REAL RESULTS FROM REAL FAMILIES

These before and after photos show the impact of early treatment. EarWell® is soft, safe, and designed to help correct ear shapes — starting with their very first weeks.



Please Fax Your Referral To:
844-531-4467

Parents can schedule an appointment at:
844-509-0710

Parents can scan this QR code to have a representative contact them.



If you have any other questions you can contact Cranial Technologies® directly at:

844-509-0710



ABOUT INFANT EAR SHAPES

What to know about infant ear shape deformities.



EarWell®

from



WHAT ARE SOME COMMON EAR SHAPE DEFORMITIES?

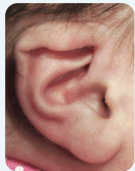
Some babies are born with ears that fold, curl, or stick out more than others. These differences are common — and when identified early, they can often be gently corrected with EarWell® shaping therapy.

Below are the most common infant ear shape deformities:



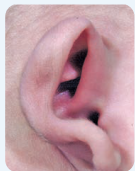
PROMINENT EAR

Ears stick out more than usual from the side of the head



LOP / LIDDING EAR

The upper part of the ear folds over or down



MIXED TYPES

Many babies have a combination of conditions

WHY DO SOME BABIES HAVE DIFFERENT EAR SHAPES?

It's more common than you might think.

Many babies are born with ears that look a little folded, uneven, or stick out more than usual. These differences are usually harmless, but they don't always go away on their own.

Some common factors include:



POSITION IN THE WOMB

Ears can be pressed or folded before birth — especially in twins or babies with less space to move.



PRESSURE DURING DELIVERY

Long labors, breech position, or assisted delivery (like forceps or vacuum) can affect ear shape.



HOW YOUR BABY SLEEPS

Lying on one side too much in the first days or weeks can also shape the ear.



FAMILY TRAITS

Some ear shapes are simply inherited and may run in families.

THE FIRST WEEK IS TIME TO CHECK

Newborn ear cartilage is pliable right after birth — making the first 7 days the ideal window to evaluate for infant ear shape deformities.

Why Timing Matters:

- Best outcomes occur when treatment begins after 7 days of birth
- After 3 weeks, correction becomes significantly less effective
- Early detection may avoid the need for future surgical intervention

About Treatment:

- Ear shaping therapy typically lasts 4 to 6 weeks
- The EarWell® device is soft, comfortable, and non-invasive
- Treatment is done in-clinic and is well-tolerated by babies

The important thing is identifying it early when gentle correction is easiest. If you notice an ear irregularity, it's best to have it checked in the first week.

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by calling 844-509-0710