

## **ATR conducts tinnitus research trial**

*Over 90 people are involved in a new trial to find ways for treating tinnitus, funded by Action for Tinnitus Research (ATR - [www.tinnitus-research.org](http://www.tinnitus-research.org) ).*

**July 5, 2007** - [PRLog](#) -- Over 90 people are involved in a new trial to find ways for treating tinnitus, funded by Action for Tinnitus Research (ATR - [www.tinnitus-research.org](http://www.tinnitus-research.org) ). The charity has extended the funding for the ongoing cross sensory modulation trial in Leicester, so that more patients can take part.

Cross sensory modulation is a curious phenomenon that is gaining ground in the medical and scientific communities. Some tinnitus patients find particular kinds of muscle activity or awareness of sensations in other parts of the body can cause decreases or increases in their tinnitus. For example, some patients find that eye movements in a specific direction affect their tinnitus. This is referred to by doctors and scientists as cross-sensory modulation. It is amongst the most intriguing tinnitus-related discoveries in the last decade.

The importance of cross sensory modulation for other senses apart from hearing is becoming increasingly recognised by neuroscientists over a diverse range of fields, especially those who deal with taste and smell. The trial in Leicester is getting further supporting evidence for the technique. If successful, this will help form the basis for its commercial development in treatment for tinnitus.

Tinnitus is described as the noises that some people hear 'in their ears' or 'in their head'. These noises can take many forms, with descriptions ranging from whistling, humming and tissue paper rustling to kettles boiling. Some people hear their noises as tunes and melodies. The common factor with all these sounds is that they do not originate from an external source.

"Our primary goal at Action for Tinnitus Research is to generate enough funds to do the necessary research in the UK to find treatments and cures. This trial is a significant step in the search for a remedy for tinnitus," said operations director, Nick Doughty.

Action for Tinnitus Research is calling for a dedicated research programme in the UK to investigate drugs further, and to validate their long-term effectiveness in treating tinnitus. This concerted global approach to research will offer new hope for the millions of tinnitus sufferers worldwide.

Nearly all the causes of tinnitus are benign and in many cases, tinnitus is a natural part of the ageing process. However, as decibel levels in today's environment rise, tinnitus is increasingly affecting younger people. Noise is not the only cause of tinnitus, but it can be a contributing factor. More research is needed to understand the causes of tinnitus.

A conservative estimate is that over five million people in the UK are affected by tinnitus. For over ½ million people it has a severe effect on their quality of life. For many of these people it affects their ability to lead a normal life, and can be severely debilitating. Well known sufferers include Phil Collins, Pete Townshend, William Shatner, Leonard Nimoy, Danny McNamara (Embrace), and Jack Straw.

For more information on Action for Tinnitus Research, log on to the website at [www.tinnitus-research.org](http://www.tinnitus-research.org), e-mail [help@tinnitus-research.org](mailto:help@tinnitus-research.org) or telephone 0115 925 4065

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