

Natus Sensory acquires TheraB Medical to expand innovation in neonatal phototherapy

Schaumburg, Ill. Natus Sensory, a global leader in sensory and newborn care solutions, today announced the acquisition of TheraB Medical, a medical technology company focused on advancing the treatment of neonatal jaundice through innovative, wearable phototherapy solutions.

The acquisition strengthens Natus Sensory's newborn care portfolio by expanding its phototherapy offering with the first FDA-cleared wearable phototherapy system designed as a single, swaddle-style garment and to support effective therapy while enabling greater flexibility and family-centred care. By combining TheraB Medical's innovative approach with Natus Sensory's clinical expertise, global reach, and established hospital relationships, the company aims to broaden treatment options across a wider range of care settings.

Expanding how and where effective care can be delivered

"At Natus Sensory, our vision in newborn care is simple and deeply personal: to help give every single baby the best possible start in life," says Peter Reimer, CEO, Natus Sensory. "TheraB Medical's wearable phototherapy innovation aligns strongly with that vision. It complements our existing hospital-based solutions while expanding how and where effective care can be delivered – always grounded in real clinical needs and focused on improving outcomes for newborns and their families."

TheraB Medical's flagship product, SnugLit™, which received FDA 510(k) clearance in January 2026, is a wearable phototherapy swaddle-style device designed to treat neonatal jaundice while allowing infants to remain close to caregivers, supporting bonding and family-integrated care models increasingly adopted by hospitals worldwide. The addition of wearable phototherapy complements Natus Sensory's existing newborn care solutions, providing clinicians with greater flexibility to tailor treatment to individual patient needs.

Scaling global innovation

"This acquisition validates TheraB's mission to improve outcomes for infants diagnosed with neonatal jaundice, and Natus Sensory's global presence in the pediatric community will enable broader access to SnugLit's innovative approach to phototherapy across hospitals and clinical settings," says Chris Mathia, CEO of TheraB Medical.

Alexa Jones, Founder of TheraB Medical and inventor of SnugLit, adds, "TheraB was founded to advance effective jaundice treatment, and SnugLit was developed to preserve the critical bond between mother and baby. Joining Natus Sensory accelerates our path forward, expanding future access for clinicians, hospitals, and families who need it most."

The acquisition reflects Natus Sensory's continued investment in meaningful innovation within newborn care, strengthening its ability to support clinicians with reliable, clinically proven technologies while responding to evolving care models and expectations.

About Natus Sensory

Meaningful moments in life begin with a sense – a sound, a movement, a first glimpse of the world. That belief guides everything we do at Natus Sensory, from listening to clinicians and patients to creating trusted solutions that improve lives. Natus Sensory is a global leader in sensory care, supporting clinicians across hearing, balance, vision, and newborn care. Our solutions help enable confident clinical decisions and improve patient outcomes, from giving every baby the best possible start in life to helping millions of people reconnect with the world through hearing and balance care. Guided by a legacy of groundbreaking innovation, we develop trusted solutions for assessment, screening, monitoring, and therapy, grounded in real-world clinical needs. By listening closely to clinicians, we ensure our technologies are intuitive, reliable, and safe, supporting the daily work of healthcare professionals where it matters most. Beyond technology, we are committed to education, service, and long-term partnership. Through comprehensive training, clinical expertise, and dedicated support, we empower clinicians to deliver exceptional care – with confidence, in every sense. To learn more about Natus Sensory, visit our [website](#).

Natus Sensory is an [ARCHIMED](#) company.

About TheraB Medical

TheraB Medical is a medical device company dedicated to improving care for infants diagnosed with neonatal jaundice. Its flagship product, SnugLit, is a wearable phototherapy device designed to deliver effective treatment while supporting parent-infant bonding and family-centred care across hospital and home-care settings. Learn more about TheraB Medical [here](#).

Media Contact:

Catherine Conlon
Global Marketing and Communications
catherine.conlon@natus.com