teeoh

FOR IMMEDIATE RELEASE

A pharma sales technique, rebuilt for whatever your teenager just said

Laz and Adrienne Burke have six kids, five of them teenagers. Their new iPhone app, Teeoh, answers teen objections in five tones, from Goofy to Serious, and reads each reply aloud in Adrienne's voice.

Montreal, QC —Nov. 1, 2026 — "Everyone else is allowed to." "I'll do it later." "You never let me do anything." Every parent of a teenager knows these lines. Laz and Adrienne Burke hear them in surround sound: they have six kids between the ages of 12 and 23. Teeoh, their new app for iPhone, gives a parent a reply to any of them in a few seconds.

The idea came from an unlikely place: pharmaceutical sales. Laz is a UI/UX designer and developer, and Adrienne is a senior Account Director at a medical education agency. Their clients include top global pharmaceutical companies. When a sales rep visits a doctor, the doctor pushes back. No time. Too expensive. Happy with what I already prescribe. So, companies train their reps with what the industry calls an objection handler: a playbook of the objections a rep will hear, and how to answer each one.

Good objection handling follows four steps. Acknowledge the objection so the person feels heard. Clarify the real objection underneath (which is rarely the one stated). Respond to that real concern. Then close with a clear next step. Reps rehearse it until pushback becomes a conversation instead of an argument.

While Laz was developing other apps, Adrienne saw an opportunity. Teenagers are some of the most persistent objectors there are, and parents get no playbook at all. Teeoh was her idea.

> *"Salespeople get a script for every pushback a doctor could throw at them. Parents of teenagers get nothing. With five of them in the house, I wanted the script."* — Adrienne Burke

HOW IT WORKS

A parent types or says what their teen just said, sets a slider from Goofy through Cheeky, Balanced and Firm to Serious, and taps Get a reply. Teeoh deals the answer as a card, written by Anthropic's highest model, using the same four steps, with a one-line note on why it works. At the goofy end, that note is written in tongue-in-cheek sales jargon.

Asked to answer "Everyone else is allowed to" at Firm, Teeoh replied: "I hear you, and I know it feels unfair when your friends have things you don't. I want to understand what 'everyone' includes, so tell me which friends and what they're allowed. Then we can look at whether it's a fit for you right now."

Tap Hear it and the reply is read aloud in Adrienne's voice. The delivery shifts with the tone: looser and more animated at Goofy, slower and steadier at Serious.

> *"A good objection handler doesn't win the argument. It gets everyone to the next step without a slammed door. When the kids hear a reply, it's their mom's voice, which is either the best feature or the worst one, depending on who you ask..."* — Laz Burke

MADE FOR EVERYDAY ARGUMENTS

Teeoh is built for curfews, chores and phones, not for crises. If what a parent types suggests someone may be in danger, Teeoh skips the joke and shows where to get help instead, including 911, the 988 Suicide Crisis Helpline and Kids Help Phone.

Teeoh has no ads and needs no account. What a parent types isn't linked to their name or Apple Account, and Teeoh's server doesn't keep it. The first five objections are free in every tone. After that, Teeoh Unlimited costs US$1.99 a month, US$9.99 a year, or US$19.99 once for lifetime access, and can be shared with family through Family Sharing.

Teeoh is available now on the App Store for iPhone running iOS 17 or later. Download here.

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FAST FACTS

Name	Teeoh: Teen Objection Handler
Developers	Laz & Adrienne Burke
Price	Free to download, with 5 free objections in every tone
Teeoh Unlimited	US$1.99 a month, US$9.99 a year, or US$19.99 once (CA$2.99, CA$12.99, CA$24.99)
Family Sharing	Yes
Tones	Five: Goofy, Cheeky, Balanced, Firm, Serious
How it works	Type or say what your teen said; get a reply card, read aloud on request
Voice	Adrienne Burke's, cloned with her consent using ElevenLabs
Replies written by	Claude, an AI model from Anthropic, following Teeoh's objection-handling framework
Safety	Messages suggesting someone may be in danger get crisis resources instead of a reply
Ads and accounts	No ads; no account required
Requires	iPhone, iOS 17.0 or later
Language	English
Web	teeoh.app · Press kit: teeoh.app/press

ABOUT TEEOH

Teeoh: Teen Objection Handler is an iPhone app that gives parents a reply to whatever their teenager just said, in five tones from Goofy to Serious. It borrows the objection-handling method used by pharmaceutical sales reps, and its replies are read aloud in the voice of co-creator Adrienne Burke.

Teeoh was developed in Quebec by Laz and Adrienne Burke, parents of six. It has no ads and requires no account.

PRESS CONTACT

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ASSETS

Screenshots, the app icon, the wordmark, a social card and a header video are at teeoh.app/press. Review codes and a photo of Laz and Adrienne are available on request.