

4 tips for the right beard care

Ulm, 08 July 2020 – Whether it's three-day stubble, a full beard or a moustache – the beard is currently one of a man's most important accessories. According to a Statista survey*, 35% of all men have a beard. That's why Beurer, the health and well-being company, wants to bring the barber shop to people's home with its new BarbersCorner range of products. From beard trimmers and stylers to hair clippers and whole body shavers - the product portfolio offers the man of today everything they need to professionally groom and style themselves at home. Barber Thorsten Staudt from Jimmy Ray's Barbershop in Nuremberg, the first barber shop in Germany, offers four valuable tips for successful home shaving. For more information on BarbersCorner, visit www.beurer.com.

A beard only comes into its own when it's styled and elegant. Beurer, the health and well-being company, is launching its new BarbersCorner product range, the ideal little helper for men's daily face care. The long-standing Ulm-based company offers a total of six products that fulfil specific functions for beard care. This is because the beard always has to perform several roles, which means that it must look perfect with a suit at the next business meeting and still shine in leisure time. This is where Beurer's products come in: For example, the all-rounder HR 6000 Body groomer with its flexible double-sided stainless steel shaving blade makes hair removal from head to toe easy. The HR 8000 Rotary shaver, on the other hand, is a combination of shaver and styler whose shaver heads adapt to the face's contours for a comfortable shave. Different styles are possible with the HR 8000 thanks to a beard and sideburn styler and the pop-up contour trimmer. Other products in the series include the HR 5000 Hair clippers and the HR 2000 Precision trimmer.

Beurer GmbH
Germany, Ulm
Soeflinger Strasse 218
89077 Ulm
Germany

Contact
Anna-Katharina Peuker
presse@beurer.de

Website
www.beurer.com
www.beurer-healthguide.com

Social Media:



Expert tips for the perfect shave

Thorsten Staudt, owner of Jimmy Ray's Barbershop in Nuremberg, is one of the best barbers in Germany. His barbershop, which opened in 2003, was the first in Germany. The expert gives exclusive tips on how to shape your beard perfectly at home. For more information on Jimmy Ray's Barbershop, visit www.jimmyraysbarbershop.de

1. Cut the beard correctly

"Cutting a beard is all about having the right equipment," says Thorsten Staudt. "The most important piece of equipment is a beard trimmer with a length-adjustable shaver attachment or different attachments. A wet shaver or a precision trimmer can be used for the contours."

The Beurer HR 4000 Beard styler, for example, can be used for a precise shave. It will quickly and professionally shape the beard thanks to its three interchangeable attachments with different lengths. A high-quality stainless steel blade with titanium coating ensures maximum skin compatibility, and the additional precision attachment with a slim blade cuts precise contours.

2. Pay attention to the beard length

The length of the beard also has to be taken account when cutting. "For three-day stubble, it is enough to set the shaver to the desired length and carefully cut all the hair in the beard to the same length. For the moustache, you should remove the hair above the lip without an attachment and pay particular attention to the contours outside the structure. It is particularly important that the neck hair does not merge with the beard," Thorsten Staudt continues.

For example, the Beurer HR 7000 Foil shaver can be used to prevent this kind of growth. The device adapts to the contours of the face, making a thorough shave easy. The extendable detail trimmer also allows for daily shaving and precision beard styling to be combined.

3. The right preparation is essential when shaving

"In order for the beard to look clean, it has to be specially washed," says Thorsten Staudt. "An oil-based shampoo is best for this, as it prevents the

skin under the beard from drying out." For particularly sensitive skin or very dense beards, the expert recommends using a shampoo with added tea tree oil. This makes the skin feel soft and increases the air circulation under the beard.

4. Oils help when shaving

"Oils and balms help when cutting a beard. They prepare the skin for shaving, which makes it easier for the shaver to reach the contours. The beard can then be shaped as desired using a comb," explains Thorsten Staudt. The oils keep the beard hairs in the structure, which makes it easier for the shaver to cut them. At the same time, they have a calming effect, which prevents skin irritation during shaving. With these tips, every man is ready to groom their beard at home.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake-up lights, a snore stopper, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, compression leg therapy), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*[®] enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1000. Further information is available at www.beurer.com.