

BF 1000 Super Precision: stay attuned to all areas of your body with the professional scales for use at home

Ulm, 29 August, 2018 – Our weight is important for our well-being. A good way of finding personal balance is to practise regular weight control. Beurer offers a wide range of scales – from sleek glass bathroom scales to modern diagnostic bathroom scales with app connection. With the BF 1000 Super Precision, the Ulm-based health specialist will be presenting a high-end diagnostic bathroom scale that meets every customer requirement from 31 August to 5 September at the IFA in Berlin.

BF 1000 Super Precision – comprehensive full-body analysis

With eight electrodes for hands and feet and with the special cross measurement, the BF 1000 Super Precision diagnostic bathroom scale can generate a comprehensive full-body analysis. In addition to body weight, it also calculates body fat, body water and muscle and bone percentage and provides information on individual calorie requirements. The visceral fat, colloquially referred to as abdominal or organ fat, is also displayed. This value is particularly important, because even in a visually healthy body, fat cells can increasingly accumulate in the centre of the body. In the long term, this can increase the risk of dangerous metabolic diseases such as diabetes and vascular deposits. Using segment analysis, the diagnostic bathroom scale even shows the fat and muscle percentages of individual body zones, such as the left arm, right foot, torso, etc. The blue backlit XXL dot matrix display on the aluminium stand means that weight values can be interpreted professionally. All values can be easily read while standing. With evaluations displayed graphically on the "beurer HealthManager" app, together with continuous long-term monitoring of the body data, you can always keep an eye on your success. The BF 1000 Super Precision has everything you need for optimal weight control – and then some.

Beurer is presenting new products across all product areas at the IFA 2018. All of the highlights will be on show at Beurer's booth from **31 August to 5 September 2018** in **hall 4.1, booth 212**.

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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, fasciae 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 900. Further information is available at www.beurer.com.