

## Beauty from head to toe: Beurer BodyCare and FaceCare products

**Ulm, 29 August 2018 – If you're looking for a radiant complexion, smooth skin and toned curves, Beurer's professional products provide you with your own beauty salon at home: the FC 49 facial brush, the FC 55 Pureo Complete Cleansing powered body brush, and the cellulite releaZer. The Ulm-based company will be showcasing these and other beauty innovations at its booth at the IFA in Berlin from 31 August to 5 September.**

### FC 49 – the facial brush for a radiant complexion



The FC 49 facial brush is suitable for all skin types and sets itself apart with its 2-in-1 function. Deep-pore cleansing and a vibration massage ensure a smooth and beautiful complexion. The handy product is made from skin-friendly silicone and offers three cleansing zones. In combination with the 15 intensity levels, it can be ideally adjusted to suit different skin types and care routines. The FC 49 is water-resistant

(IPX7) and can therefore also be used in the shower or bath. The device comes with a lithium ion battery offering a battery life of around four hours at the highest intensity level.

### FC 55 – the powered body brush for noticeably soft skin



The FC 55 Pureo Complete Cleansing powered body brush cleanses the skin on the entire body conveniently, gently and thoroughly, leaving behind radiant, noticeably soft skin. A particular highlight is the removable handle. It enables a

convenient use on the back and other hard-to-reach parts of the body. The handle can be combined with two brush attachments: one for each skin type and one for deep-cleansing exfoliation. The attachments are each available as separate replacement sets. The product is water-resistant (IPX7) and can be used with two rotation settings. The brush head can also



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be removed to make cleaning easier. The battery life of the lithium ion battery is approx. 60 minutes.

### **cellulite releaZer – visible cellulite reduction**



At last, there is a product on the market that is scientifically proven to reduce cellulite\*! The targeted use of vibration massage with the Beurer cellulite releaZer increases microcirculation in the tissue, and encourages and accelerates the reduction of fat molecules. This demonstrably and visibly tones up the deep tissue. 80 percent of the testers say that the skin is silky and smooth after use, 73 percent confirm that their skin looks firmer\*. During the treatment, the user first massages their thighs with the nub side of the device. They then glide the device towards the centre of the body using the coloured edge. Two massage programmes and three intensity levels are available. Non-slip handles with a soft-touch surface make it easier to handle the device during the treatment. The device is water-resistant (IPX5) and suitable for use in the shower. For the best results, the cellulite releaZer should be used every two days.

\* Scientific study, 38 women, Institut proDERM Schenefeld/Hamburg, study no. 18.0090-53

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**.

### **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*<sup>®</sup> 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](http://www.beurer.com).