

## **Body and mind in balance: Give stress the red card with the Beurer stress releaZer**

**Ulm, 29 August 2018 – Long-term stress is on the rise due to the constant pressure to perform, the need to be reachable at all times, and overworking. As a result, the number of sick days taken due to mental ill health has almost tripled since the mid-1990s. In order to take a more relaxed approach to the hectic pace of everyday life, it is crucial to recharge your mind as well as your body. One way of reducing stress is to perform conscious breathing exercises. At the IFA from 31 August to 5 September in Berlin, Beurer will showcase its stress releaZer and associated "beurer CalmDown" app – innovative relaxation aids based on breathing exercises.**

### **Reduce stress through vibration and breathing exercises**



One way of reducing stress is heart rate variability (HRV) training. The term 'heart rate variability' (HRV) describes the ability of the human body to adjust the frequency of the heart rhythm to different situations in life. The stress releaZer provides a certain breathing rhythm which helps to increase the body's

resilience in stressful situations.

The product should be positioned in the diaphragm area; we recommend using it when lying down. The user then chooses the breathing cycle (10/12/14 seconds) which is best suited to them. A vibrating motor with low-frequency oscillations relaxes the heart and helps the user to 'switch off'. The vibration pulses also indicate to the user when they should breathe in and out. An optional illuminated ring pulses at the configured breathing rhythm and acts as a mood light. There is also an optional heat function on the bottom of the device to further aid relaxation. For the best results, the product should be used for 30 minutes every day.

### **"beurer CalmDown" app**

The stress releaZer is compatible with the free "beurer CalmDown" app. The app enables the user to create a tailored exercise programme with a

#### **Beurer UK Limited**

Suite 9, Stonecross Place,  
Yew Tree Way, Golborne  
WA3 2SH  
Tel. +44 (0) 844 488 9100  
[sales@beureruk.com](mailto:sales@beureruk.com)

Robert Slade  
Managing Director  
[robert.slade@beureruk.com](mailto:robert.slade@beureruk.com)

#### **Beurer North America LP**

Hallandale Beach,  
FL 33009  
Tel. +1-800-536-0366  
[info@beurer.com](mailto:info@beurer.com)

#### **Beurer GmbH Germany, Ulm**

Soeflinger Strasse 218  
89077 Ulm, Germany

Teresa Schellhorn  
PR Manager  
Tel. +49 (0) 731 3989-257  
[presse@beurer.de](mailto:presse@beurer.de)

#### **Website:**

[www.beurer.com](http://www.beurer.com)  
[www.beurer-healthguide.com](http://www.beurer-healthguide.com)

#### **Social Media:**



reminder function. The training units can also be customised, for example with music and light. A weekly evaluation of the personal stress level coupled with direct feedback after every exercise further help the user to analyse and better understand how they handle stress.



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).