

Launch of two new start-ups with a focus on well-being

Ulm, 6 November 2018 – The hectic pace of day-to-day life, coupled with pressure at work, means it is sometimes difficult to switch off and let go of your worries. We often simply don't have the time to treat ourselves, do enough exercise or simply relax. That is why it is so important to listen to what your body is telling you, particularly in situations like these. Beurer is launching two new collaborations with the start-ups "Balloon" and "Kaia Health". Both of these projects have developed innovative apps which can help you to deal with stress and combat chronic pain through targeted movement or relaxation exercises.

Meditate at any time and anywhere with "Balloon"

Breathe deeply, relax, and recharge. The new app from Gruner + Jahr, called "Balloon", is designed to help you tackle stress and find inner peace. To do so, it offers a growing collection of meditation and mindfulness courses as well as individual units to provide rapid support, such as exercises to help you fall asleep or tackle stress. The psychologist and neuroscientist Dr Boris Bornemann and his team of leading mindfulness experts developed and recorded the audio exercises. Working together with Beurer, Dr Bornemann has now included special exercises to complement two health products – the new stress releaZer and the TL 100 daylight therapy lamp. In conjunction with meditation exercises, they are the perfect aids to help you relax in day-to-day life.

Say goodbye to pain with "Kaia Health" – digital therapy for chronic back pain

Back problems are the number one ailment nowadays. Incorrect stressing, sitting incorrectly or for too long, and moving too little all cause back pain – and this can soon become chronic. The start-up "Kaia Health" offers a new, holistic approach to tackling these problems. The "Kaia" app offers digital back pain therapy and combines tailored movement training with relaxation exercises. It was developed in collaboration with renowned physicians on the basis of multi-modal pain therapy, and has been classified a Class 1 medical device with the CE mark. In their work the

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“Kaia Health” team incorporated scientific findings on how physical, psychological and environmental factors influence chronic diseases. Beurer is set to boost this success further in the future. As part of the collaboration, the Ulm-based health specialist is including selected heat and TENS products in the holistic concept for tackling chronic pain.

“We are keen to support young entrepreneurs with our knowledge and expertise as they strive to make their projects a success. At the same time, we are always on the lookout for new ideas which could complement our existing portfolio. The digital health market in particular offers great potential for collaborations, and the trend for networking and digitalisation means it is becoming increasingly focused on meeting the requirements of the future,” comments Marco Bühler, Managing Director of Beurer GmbH.

For more information on the two start-ups visit www.balloonapp.de and www.kaia-health.com.

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.