



Find your inner peace with the stress releaZer

Ulm, 11 November 2018 – Stress is becoming a widespread illness. Whether it's rushing from appointment to appointment, multiple stresses from work and family life, putting yourself under pressure, or emotional conflicts – stress can be caused by a range of factors. Some people are good at handling stress, but most are sensitive to it. The Beurer stress releaZer relieves stress symptoms in a natural way, without medication or expensive therapies. Instead, it uses breathing training and rhythmic vibrations. Beurer is showcasing the new product and the "beurer CalmDown" app at MEDICA from 12 to 15 November in Düsseldorf.

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Harmonise your breathing

If you're feeling stressed, you're certainly not alone. One in five people in Germany suffer from permanent stress. Although women in employment are affected particularly often, the impact of stress is also felt by men. 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. The stress releaZer specifies a special breathing rhythm, which increases the body's resistance to stressful and tense situations.



It is recommended to use the device when lying down. Covering the diaphragm area with the stress releaZer relaxes the primary nerve pathways in this central region of the body and restores the natural breathing rhythm. The built-in vibration motor transmits pulses to the user, which allows them to breathe correctly. The low-frequency rhythmic vibrations also help



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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. It is recommended to use the stress releaZer for 10 to 30 minutes every day.

The "beurer CalmDown" app – a virtual relaxation coach

The stress releaZer can be connected to the free "beurer CalmDown" app via *Bluetooth*®. The app is your virtual relaxation coach for optimal relaxation. Conscious, regular exercises reduce your personal level of stress over the long term and support you on the path to inner balance. The "beurer CalmDown" app provides the following benefits:



- Analysis of individual stress perception and a professional 6-week programme, in which the duration and frequency of the exercises are gradually increased
- Customizable exercise units, selectable and aligned to your personal well-being: music, breathing rate, vibration strength, binaural sounds, light and heat
- A calendar function for recording periods of use
- Guided breathing exercises (HRV training) with sound and light support, and helpful explanations of use

The Beurer stress releaZer makes it easy to enjoy short breaks and recharge your batteries.

Visit MEDICA from **12 to 15 November 2018** and discover the Beurer Wellness Oasis in **Hall 10, Stand D20**.

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.