

## FIBO 2019: Beurer makes its début at the world's largest fitness trade fair

Ulm, 26 March 2019 – FIBO is the leading trade fair for the fitness, wellness and health sectors, drawing over 143,000 visitors annually from more than 100 countries. This year marks Beurer's début at the trade fair, held at Exhibition Centre Cologne from 4 to 7 April. The company will showcase innovative products and apps from the "Active" sector. The spotlight will be on products such as the new EM 95 *Bluetooth*<sup>®</sup> - EMS homeSTUDIO and PhysioLine.

Beurer's specially selected "Active" range includes activity sensors, heart rate monitors, products for regeneration and fasciae massage and EMS/TENS devices, aimed at beginners, sports enthusiasts and professionals alike.

### A world first: EMS homeStudio with a high-end device and app



One highlight at the trade fair will be the new EM 95 *Bluetooth*<sup>®</sup> – EMS homeSTUDIO, a pocket-sized high-end EMS muscle stimulation device. In combination with the free "beurer EMS HomeStudio" app, users are

provided with professional EMS training in the comfort of their home. They can choose between the categories of "Fitness & Power" and "Relax & Well-being". Overall, there are 20 workout options in the app with adjustable levels of difficulty. There is also the option of creating your own workouts from a selection of 50 exercises. The exercises are demonstrated in videos by a virtual coach. The device comes with four cuffs to stimulate the muscles in the thigh and upper arms, as well as eight self-adhesive gel electrodes, which are controlled via four separate channels. In the app, graphics clearly illustrate the user's own performance and indicate the training progress and where there is potential for improvement. Moreover, the calendar tracks how often the user performs their training. The app comes with a multi-user function, meaning it can be used by several users on the same smartphone or tablet.

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**Social Media**



works with



EMS HomeStudio

**PhysioLine: regeneration and relaxation after training**

When exercising, the recovery and regeneration phases are just as important as your workout efforts. Whether you have tired legs, problems with your Achilles tendons or hardened fasciae – with Beurer PhysioLine, consisting of the FM 200 Achillomed<sup>®</sup>, FM 250 Vital Legs, MG 850 Fascia ReleaZer<sup>®</sup> and the FM 150 leg compression massager, you can very easily treat these problems at home, or you can use the devices in

combination with physiotherapy.

All of the highlights will be on show at the Beurer FIBO stand from **4 to 7 April 2019 in Hall 5.2, Stand B63.**

**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 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 1000. Further information is available at [www.beurer.com](http://www.beurer.com).

