

An avalanche of awards for Beurer: eight products awarded by the Plus X Award

Ulm, 28 March 2019 – Even after 100 years, Beurer is continuing to place a consistent focus on top quality, great innovations and appealing designs. This approach has once again paid off for the company, after no less than eight products from the Well-being, Medical and Beauty sectors were awarded by the prestigious Plus X Award quality seal of approval.

The Plus X Award issues seven seals of approval in the categories of Innovation, High Quality, Design, Ease of Use, Functionality, Ergonomics and Ecology. They act as a guide to help customers and retailers when they buy products. The award categories reflect outstanding product features that play a crucial role when deciding to make a purchase. In doing so, they help consumers to quickly and clearly identify the added value of an award-winning product when compared to the competition. The following Beurer products scooped an award this year:

Well-being:

BF 950 diagnostic bathroom scale – "High Quality, Design, Ease of Use and Functionality"

The BF 950 diagnostic bathroom scale leads the way when it comes to its appearance as well as its technical features. An LED motivator provides immediate, colour-coded feedback on the extent to which you have reached your target weight. Thanks to the selectable pregnancy mode, pregnant women can keep track of their weight gain at all times throughout their pregnancy using the "beurer HealthManager" app.



BF 950

Achillomed® FM 200 – "Innovation, Design and Functionality"

You can now treat Achilles tendon problems conveniently at home with the FM 200 Achillomed®. Six rotating massage heads, two massage speeds and two massage directions allow further adjustments to be made for different requirements.



FM 200 Achillomed®

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SL 60 snore mask – "Innovation, Design, Ease of Use and Functionality"

The SL 60 snore mask from Beurer is an innovative product for comprehensively recording your snoring behaviour and for gentle snoring therapy.



SL 60



Medical:

BM 54 Bluetooth® upper arm blood pressure monitor – "High Quality, Design, Ease of Use and Functionality"

The new BM 54 enables fully automatic blood pressure and pulse measurement on the upper arm. The risk indicator, a coloured scale for classifying measurements, helps the user in interpreting their measurements.



BM 54 Bluetooth®



FT 85 non-contact clinical thermometer – "High Quality, Ease of Use and Functionality"

The FT 85 can be used to quickly, reliably and hygienically check the temperature of the forehead, object and room. Infrared measurement makes this possible.



FT 85



Beauty:

cellulite releaZer anti-cellulite massager – "Innovation, High Quality, Design, Ease of Use and Functionality"

At last, there is a product on the market that visibly and demonstrably reduces 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. *Scientific study, 38 women, Institut proDERM Schenefeld/Hamburg, study no. 18.0090-53



cellulite releaZer



FC 55 Pureo Complete Cleansing powered body brush – "High Quality and Design"

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



FC 55 Pureo Complete Cleansing



MP 64 manicure/pedicure set – "High Quality and Design"

The MP 64 comes with ten high-quality attachments, which are also suitable for diabetics. Together with three levels of adjustable speed regulation and clockwise/anti-clockwise rotation, this allows for professional foot and nail care at the standard of a pedicurist. A particular highlight is the high-performance lithium-ion battery, which allows for flexible, cordless operation.



MP 64



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 1000. Further information is available at www.beurer.com.