

No more menstrual cramps thanks to the EM 50 Menstrual relax

Ulm, 4 September 2019 – Every month the same pain. Many women battle with the same problem and regularly have to put up with days of discomfort and the tedious intake of medication. At this year's IFA, Beurer will be introducing the EM 50 Menstrual relax – a TENS device with optional heat function, specifically developed to fight menstrual cramps.

In Germany, there are a total of 20 million women between the ages of 10 and 49. Of this group, approx. 25-35% regularly suffer from severe pain, and approx. 10-15% suffer from conditions such as endometriosis. For many women, taking pain-relief medication to combat these monthly problems is the only way to make it through the day pain-free. More and more women are trying to forgo medication and replace it with natural remedies instead. Using heat or TENS (transcutaneous electrical nerve stimulation) is often considered to be soothing and pain-relieving, but is rarely practical in stressful everyday life. This is where the new Beurer **EM 50 Menstrual relax** TENS device comes into its own.



Whether at home or on the go, the product can be placed discreetly on the skin of your lower tummy underneath clothing. The TENS program itself has 15 intensity levels. The

recommended application duration is 20 minutes. After this, the device switches off automatically. The EM 50 Menstrual relax comes with a battery that lasts for a total of six applications. Depending on your needs, the integrated heat function can be activated separately for the addition of soothing heat. The medical device is applied using self-adhesive gel films, which can be exchanged and, thus, ensure the longevity of the device.

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Beurer is presenting new products across all product areas at the IFA 2019. All of the highlights will be on show at Beurer's booth from **6 to 11 September 2019** 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*[®] 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.