

Soothing deep relaxation with the yoga mat and the 4D neck massager

Ulm, 4 September 2019 – As a rewarding time-out session from the stresses of daily life, more and more men and women are taking up yoga. With the new MG 280 yoga and stretching mat, Beurer brings the yoga studio to your home. At this year's IFA, the health specialist from Ulm will also be introducing the MG 153 4D neck massager, which performs an authentic, deeply relaxing neck massage.

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Professional equipment: MG 280 yoga and stretching mat



The new **MG 280 yoga and stretching mat** for massaging and stretching your neck, shoulder and back areas brings that yoga feeling to the comfort of your living room and helps you to unwind after training. It has seven air chambers that serve to imitate yoga and stretching exercises. The mat has four pre-set programs and three intensity levels, meaning everyone can achieve their own personal level of well-being. For additional well-being, you can add heat and a vibration massage separately. The product can be folded together, which makes it easy to store. The practical carrying handle makes it comfortable to transport. The yoga mat is the perfect solution for anyone wanting to integrate more flexibility, agility and relaxation into their day-to-day.



MG 153 4D neck massager for relaxation at home



Who wouldn't want an authentic massage to relax your tense and stressed neck and loosen your muscles again whenever you need it? With the new **MG 153 4D neck massager**, this is no problem at all. The four-dimensional, hand-simulating massage heads consist of four kneading rollers as well as two pinch nodes and, as a result, produce a particularly authentic massage feeling. You can



also add heat if you wish. The two selectable intensity levels and the massage mode turn every massage into a unique experience. Using the handles, it is easy to regulate the massage intensity. For hygienic cleaning, it is possible to remove and wash the cover of the MG 153.

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.