

maremed®: Breathe easy like at the seaside

Ulm, 4 September 2019 – Asthma is one of the most common respiratory diseases. It affects around 300 million people worldwide. One cause of asthma and allergies is the increase in pollution. A trip to the seaside can often relieve those affected from their symptoms quite considerably. The high salt and mineral content of the air can have a positive effect on the airways. maremed®, Beurer's newly developed sea air simulator, is a device that fills your home with healthy sea air. The health specialist from Ulm will be presenting this new product at this year's IFA.

The ambient air is cleaned, mineralised, sterilised, ionised and humidified using the **maremed® Sea air simulator**. The intelligent, coordinated system works with the addition of special natural sea salt produced exclusively for Beurer, and which contains more than 65 trace elements. The biodynamics of the seaside are simulated according to a patented principle with this device:

- 1.) Sea salt solution:** the maremed® special sea salt is blended with tap water into a sea salt solution.
- 2.) Air cleaning:** the fan draws in the ambient air. A pre-filter removes dirt particles, pollen, fine/domestic dust and animal hair from the air.
- 3.) Mineralisation:** the water that is enriched with the special salt circulates continuously with the assistance of the fan and encourages mineralisation of the air – just like in nature.
- 4.) Sterilisation:** through the use of the UVC lamp, 99% of bacteria, viruses and micro-organisms are eliminated from the air aerosol.
- 5.) Air ionisation and humidification:** an ioniser part provides additional cleaning and freshness before the air is emitted to the environment again.

The saline air produced by the sea air simulator humidifies the airways and helps relieve asthmatic symptoms. Breathing intensity is improved and, as a result, so is one's overall sense of well-being. The maremed® frees your airways and promotes restful sleep. There are three humidification levels available and the device is easy to use thanks to the digital touch display

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maremed®

with timer indicator. Thanks to the near-silent operation of the night mode, the sea air simulator can even be running when you are asleep. The product has a 6-l water tank and is suitable for rooms up to 50 m² in size. The air is humidified without producing vapour or leaving salt deposits in your home, thus making it possible to use in any room.



Technical data:

maremed[®] Sea air simulator

- Dimensions: 31 x 38.5 x 34 cm
- Incl. 2 pre-filters, water filter and maremed[®] special sea salt
- Suitable for rooms up to 50 m²

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.