

## Blood pressure and heart rhythm at a glance

**Ulm, 17 November 2019 – According to the German Hypertension Society, high blood pressure is the leading risk factor for cardiovascular diseases. In Germany, roughly one in three adults experiences hypertension – amongst those over 70, this is actually three in four people. A particular difficulty is that hypertension is generally not recognisable through specific symptoms – which is why high blood pressure is often described as the “silent killer”. At MEDICA in Düsseldorf from 18 to 21 November 2019, Beurer is introducing a range of new devices which use innovative functions to help users keep an eye on their heart health at all times.**

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### BM 51 easyClip – an innovative kind of cuff



The new **BM 51 easyClip** enables an easy, fully automatic blood pressure and pulse measurement on the upper arm. Elderly people in particular often have difficulties with putting the blood pressure cuff on the upper arm in the correct manner. The new



innovative easyClip cuff of the BM 51 for upper arm circumferences from 22-42 cm is put on in just one movement, making the measuring process even easier. The inflation technology means the measurement is taken comfortably and quickly, and starts during inflation. The risk indicator, a coloured scale for classifying measurements, helps the user in interpreting their measurements. Directly after the measurement, the XL display makes it easy to read whether the blood pressure value is too low, too high or normal. The device features two user memories for 100 measured values each. Likewise, the average value of all saved measurements, as well as the average value for the morning and evening blood pressure from the last seven days can be displayed. The arrhythmia detection function also allows the BM 51 to detect possible irregularities in the heart rhythm, via the blood pressure. The measurement accuracy of the product has been clinically validated by the European Society of Hypertension (ESH).

### **BM 93 – Blood pressure monitor with ECG function**

One device – two functions. The **BM 93 combination product** allows users to optimally keep an eye on their heart health. In addition to fully automatic blood pressure and pulse measurement on the upper arm, it is also possible to create an electrocardiogram. The 1-channel ECG for recording heart rhythm is incredibly easy to use; simply place the fingertips on the sensor fields. The risk indicator makes interpreting the results easy. The enhanced arrhythmia detection function even allows atrial fibrillation or extrasystoles to be noticeable at an early stage. The BM 93 has two user memories for 60 measured values each. The cuff is suitable for upper arm circumferences of 23-43 cm. The data is automatically transferred to the "beurer HealthManager" app via *Bluetooth*<sup>®</sup>. In this way, the values for blood pressure and heart rhythm can be viewed on a smartphone at any time and monitored over the long term.



### **BC 54 *Bluetooth*<sup>®</sup> – connected blood pressure measurement**

The new **BC 54 *Bluetooth*<sup>®</sup>** enables automatic and reliable blood pressure monitoring on the wrist. The device features two user memories for 60 measurements each and is a handy companion, especially for on the go. The BC 54 likewise impresses with inflation technology for a comfortable, fast measurement, the risk indicator, as well as the arrhythmia detection function, which reliably indicates possible irregularities to the user. The device shows the average values of all saved measurements, as well as the average values for the morning and evening blood pressure from the last seven days. These enable changes to be detected faster. It is especially easy to read the values on the sleek black display. The user can transfer all data automatically via *Bluetooth*<sup>®</sup> to the "beurer HealthManager" app. This enables simple long-term analyses for doctors and patients. In terms of measurement accuracy, the BC 54 fulfils all requirements set by the European Society of Hypertension (ESH).



Further information about the blood pressure monitors is available at the Beurer stand at MEDICA from **18 to 21 November 2019** in **Hall 10, Booth D20**.

### **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*<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 900. Further information is available at [www.beurer.com](http://www.beurer.com).