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health and well-being

New TENS/EMS devices for medication-free pain relief

Ulm, 17 November 2019 – Beurer is presenting a new generation of TENS/EMS devices at MEDICA 2019. With the EM 50 Menstrual Relax, EM 59 Heat and EM 70 Wireless medical devices, the Ulm-based health specialist is introducing three devices for three different concerns, all of which serve to relieve pain without medication.

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Electrostimulation is a tried-and-tested form of self-therapy for treating pain, without the use of medication. Its operating principle is based on the imitation of impulses in our bodies, which are transferred through the skin to nerve and muscle fibres via electrodes. The new Beurer devices are versatile. The EM 50 Menstrual Relax and the EM 59 Heat feature an optional heat function. It has been clinically proven that it is possible to relieve pain using TENS treatment and that heat (used for example in physiotherapy) is also a successful treatment.

EM 50 Menstrual Relax – relief from menstrual pain



Menstrual cramps are uncomfortable. Of the 20 million women living in Germany who are between 10 and 49 years of age, approximately 25 to 35 percent experience a great deal of pain, and 10 to 15 percent have endometriosis. With this in mind, pain

relievers are often constant companions. More and more women are trying to forgo medication and to switch to natural remedies instead. With the **EM 50 Menstrual Relax**, Beurer is introducing a TENS device with optional heat function, specifically developed to fight menstrual cramps. Whether at home or on the go, the product can be placed discreetly directly on the skin of the lower tummy underneath clothing. The EM 50 is attached using self-adhesive gel films which can be replaced as needed. The application features 15 intensity levels to choose from. Optionally, soothing heat can also be switched on. An application time of 20 minutes is recommended.



The device switches off automatically once the time has elapsed. The capacity of the integrated battery allows for six applications.

EM 59 Heat – TENS/EMS device with heat function



The **EM 59 Heat** combines pain-relieving electrostimulation with optional heat, thereby achieving optimal results. It also features EMS programs for muscle building and massage programs. The product has four electrodes with gel pads, which

can be controlled individually via two channels. The electrode positioning shown via the display is especially user-friendly. There are a total of 70 programs, 50 intensity levels and two temperature levels to choose from. The rechargeable battery allows for six 20-minute applications.



EM 70 Wireless – TENS/EMS device with remote control

The **EM 70 Wireless** offers an especially practical and cable-free TENS/EMS treatment. Both a large as well as a medium-sized electrode can be connected to the device, depending on requirements. There is also the option to connect an electrode extension with two small electrodes, in order to increase the area to be stimulated. The 19 programs and 15 intensity levels are controlled via remote control. The EM 70 is supplemented by the free “beurer PainAway” app. In this coaching app, the user can access the correct positioning of electrodes and receive helpful explanations of the device’s various programs. It also offers interesting background information about pain therapy using TENS. The app will be available for iOS and Android from February 2020.



All of the highlights will be on show at the Beurer MEDICA stand 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*[®] 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.