



## **maremed® – Stay healthy at home, just like at the seaside**

**Ulm, 17 November 2019 – Beurer is presenting its new sea air simulator, the maremed®, at MEDICA in Düsseldorf from 18 to 21 November 2019. The device enriches the air by atomising sea salt. The high salt and mineral content has a positive effect on the airways. With the maremed®, Beurer is introducing a perfectly coordinated system for home use to the market.**

**maremed®** is a 5-stage system which cleans, mineralises, sterilises, ionises and humidifies the ambient air. The special sea salt produced exclusively for Beurer comes from natural sources and contains all minerals and trace elements which can also be found in sea water. The biodynamics of the seaside are simulated according to a patented principle through the enrichment of the air.

**1.) Sea salt solution:** The maremed® special sea salt is blended with 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 special salt circulates continuously with the assistance of the fan and encourages mineralisation – just like in nature.

**4.) Sterilisation:** Through the use of the UVC lamp, 99% of bacteria, viruses and micro-organisms are eliminated.

**5.) Air ionisation and humidification:** The air flowing through is enriched with the minerals from the water by a water evaporator block. Finally, an ioniser part provides additional cleaning and freshness before the air is emitted to the environment again. The salt-laden air humidifies the airways, provides support for asthma symptoms and improves breathing intensity. This also promotes restful sleep and the general feeling of well-being is boosted.

**Technical data:** The device is suitable for room sizes up to 50 m<sup>2</sup> and has a 6-litre water tank. No salt deposits are formed, meaning the device can be used in all rooms. Three levels of humidification are available. It is

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operated via a state-of-the-art touch display with digital display. In night mode – which guarantees whisper-quiet operation – the device can also be used while you are sleeping. Included in delivery are two pre-filters, a water filter and the maremed® special sea salt.

**Background information:** 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 air 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 have a positive effect on the airways.

Further information about maremed® 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*® 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).