

Soothing deep relaxation for at home

Ulm, 16 December 2019 – Escaping the hustle and bustle of daily life is not always easy. This makes short breaks all the more important. Yoga offers an opportunity for conscious relaxation and better self-awareness. With the new MG 280 yoga and stretching mat, Beurer brings the yoga studio to your home, enabling gentle stretching exercises after training. In addition, the Ulm-based health specialist's range now features the MG 153 4D neck massager, for an authentic deeply relaxing neck massage.

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MG 280 yoga and stretching mat for more relaxation at home



The new MG 280 yoga and stretching mat is the perfect solution for anyone wanting to integrate more flexibility, agility and relaxation into their day-to-day. It offers four different programmes with three intensity levels, for massaging and stretching the neck,

shoulders and back area. The product brings the feeling of being at a yoga studio into your living room at home, and helps with regeneration after training. It has seven air chambers that serve to imitate yoga and stretching exercises. For additional well-being, you can add heat and a vibration massage separately. The mat can be folded together, which makes it easy to store, and its practical carrying handle makes it comfortable to transport.



MG 153 4D neck massager for authentic, professional massages



A manual massage for relaxing a tense and stressed neck and loosening the muscles again is bliss after a long day. This is now also possible at home, with the new MG 153 4D neck massager. 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. With two selectable intensity levels and the



massage mode, every massage becomes a unique experience. The control element on the product makes it easy to use, and the handles allow the massage intensity to be easily controlled. The cover of the MG 153 is removable and washable for cleaning purposes.

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.