

## Two Beurer products awarded by the Red Dot Award for design quality

Ulm, 24 March 2020 – In keeping with the motto "In search of a good design and innovation", the jury of the Red Dot Award 2020 has once again tested around 6500 products. This year, two Beurer products submitted were able to meet the high demands of one of the largest design competitions in the world. The award in the category of Product Design 2020 went to the EM 50 Menstrual relax, the posture trainer PC 100 PostureControl convinced the jury in the meta category "Smart Product".

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### Improved back health with the PC 100 PostureControl



Back pain is a very widespread illness; almost one third of adults suffer from it. One of the main causes is remaining in a static sitting position for prolonged periods. The PC 100 PostureControl Back posture promotes dynamic sitting habits with frequent changes of position, and helps the user to consciously change their everyday habits. The clip connects to a smartphone via *Bluetooth*<sup>®</sup> and is attached centrally to the collar of your clothing. While the smart sensor is worn inconspicuously in the neck area, it automatically records micro-movements, upright phases, reclining phases and steps using body scanning. The PC 100 PostureControl emits a gentle vibration if the user stays sitting in the same position for too long; this vibration prompts the user to vary their sitting position. The data can be retrieved and assessed using the free "8sense" app.



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smart product

### Relieve menstrual cramps with the EM 50 Menstrual relax

Women struggle with the same problem month after month: painful periods or even the effects of conditions such as endometriosis. With the EM 50



TENS device, Beurer offers an alternative to women that do not want to take medication. Using heat or TENS (transcutaneous electrical nerve stimulation) is often considered to be soothing and pain-relieving. The flat



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and snugly design of the EM 50 allows for daily use outside of your own home. For this purpose, it is placed discretely on the skin of the lower abdomen under clothing. The TENS program itself has 15 intensity levels. The recommended application duration is 20 minutes; after this, the device switches off automatically. The EM 50 Menstrual relax comes with a battery that lasts for a total of six applications. Depending on your needs, soothing heat can be activated separately. The medical device is applied using self-adhesive gel films, which can be exchanged and, thus, ensure the longevity of the device.

### **About the Red Dot Award**

In order to evaluate the wide range of designs properly, the Red Dot Design Award is divided into three disciplines, Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The North Rhine-Westphalia Design Centre organises the Red Dot Award and it is one of the largest design competitions in the world. The jury came together for the first time in 1955 to judge the best designs around at the time. Since then the sought-after "Red Dot" award has become a highly acclaimed seal for excellent design quality all around the world. Further information at [www.red-dot.de](http://www.red-dot.de).

### **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 1000. Further information is available at [www.beurer.com](http://www.beurer.com).