

Keeping fit day-to-day: effective workouts at home

Ulm, 30 March 2020 – Staying fit and healthy: in times like these, this is especially important. Many people are looking for alternative options for working out at home when gyms are closed, yoga and sports classes are cancelled and working from home and looking after the children are taking priority. Beurer provides products that allow you to maintain an active daily life and make it easy to work out individually in your own home.

Maximum power and defined muscles thanks to EMS training



The EMS 95 *Bluetooth*[®] is the perfect training companion for at home – EMS homeSTUDIO, a pocket-sized high-end EMS muscle stimulation device. In combination with the free “beurer EMS HomeStudio” app, professional EMS training is possible – without having to go to the gym. The user can choose between the categories of “Fitness & Power” and “Relax & Wellbeing”. A total of 20 pre-defined workouts with different levels of difficulty are available in the app. Personalised workouts can also be created as desired from 50 exercises, making

it easier to reach your individual training goals. A virtual coach gives professional instruction on the exercises in videos. The device comes with four cuffs to stimulate the muscles in the thighs and upper arms, as well as eight self-adhesive gel electrodes, which are controlled via four separate channels. The practical trouser/belt clip means the EM 95 *Bluetooth*[®] can easily be attached to clothing.

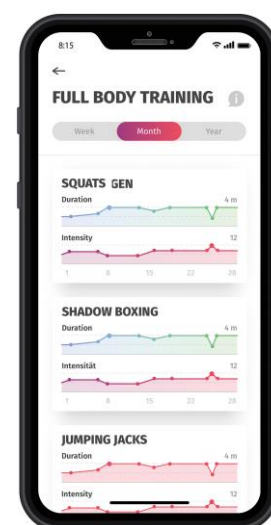
In the app, graphics clearly illustrate the user's own performance and indicate the training progress and where there is potential for improvement. Moreover, the calendar tracks how often the user performs their training. The app also comes with a multi-user function and can be used by several users on the same smartphone or tablet – perfect for families, flatmates and teams.

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Furthermore, abdominal toning belts can be a useful addition for working out at home. The EM 37 from Beurer is optimally suited to work out your central and side abdominal muscles at home. As a 2-in-1 device, the EM 39 also provides you with the possibility of strengthening your lower back muscles. Both products consist of wear-free water contact electrodes made of conductive carbon material, meaning that use is easily possible without additional contact gel. The abdominal toning belts support your regular training with five pre-defined programmes each (22–31 mins) and impress with exceptional wearing comfort, a snugly fit and a removable control with LCD. For safe use, the EM 37 and EM 39 have a countdown timer and automatic switch-off.



MG 280 yoga & stretching mat for more relaxation at home



The new MG 280 yoga & 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. Seven air chambers

emulate specified yoga and stretching exercises and adapt optimally to your body, meaning that you can stretch areas in your neck, shoulders and back in a targeted manner. The product brings the feeling of being at a yoga studio into your living room at home, and helps with regeneration after training. Heat and vibration massage can be activated individually and provide complete well-being. The mat can be folded together, which makes it easy to store.



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.