

Keep an eye on your blood pressure and heart rhythm with the new BC 51 wrist blood pressure monitor

Ulm, 03 March 2021 – According to the German Hypertension Society, high blood pressure is the number one risk factor for cardiovascular diseases. In Germany, roughly one in three adults experiences hypertension – amongst those over 70, this is actually three in four people. One difficulty is that hypertension is generally not recognisable through specific symptoms. Therefore, regular self-monitoring is recommended. Beurer has added a new wrist blood pressure monitor with innovative functions for precise measurement to its range.



The new BC 51 enables optimal self-monitoring when measuring blood pressure at home. The instrument has a positioning indicator which ensures precision and reliable results. During the blood pressure measurement, a green or red colour marking indicates whether the measurement is being carried out correctly on the wrist at heart level. This allows the user to have their arm in the right position from the start of the measurement and achieve accurate results. Thanks to the Beurer inflation technology, measurement is quick and convenient during inflation. The risk indicator, a coloured scale for classifying measurements, helps the user interpret their measurements. The practical XL display makes it easy to read the blood pressure value immediately after the measurement. The device features two user memories for 120 measured values each. Likewise, the average value of all saved measurements, as well as the average value for the morning and evening blood pressure from the last seven days, can be displayed, facilitating long-term monitoring. Arrhythmia detection also identifies possible irregularities in heart rhythm. The BC 51's measurement accuracy has been clinically validated by the European Society of Hypertension (ESH).

Beurer GmbH
Germany, Ulm
Soeflinger Strasse 218
89077 Ulm
Germany

Contact
Anna-Katharina Peuker
presse@beurer.de

Website
www.beurer.com
www.beurer-healthguide.com

Social Media:



About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-established 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 a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in Europe. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal bathroom scales, kitchen scales, luggage scales, air purifiers, 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, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg compression massagers), relaxation aids, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, ovulation 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. You can find more information at www.beurer.com.