



beurer
health and well-being

Measuring blood pressure has never been easier – BM 81 with innovative easyLock system

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:



Ulm, 15 November 2021 – In Germany, roughly one in three adults experiences high blood pressure – and amongst the over-70s, it is as high as three in four people. A particular difficulty is that hypertension is generally not recognisable through specific symptoms – which is why high blood pressure is often called the “silent killer”. Regular monitoring of your health values can identify the first signs of hypertension and be a sensible way to prevent serious cardiovascular diseases. At this year’s MEDICA in Düsseldorf, Beurer is presenting the new BM 81 easyLock – a new all-in-one upper arm blood pressure monitor with innovative cuff. It is particularly easy to use as it has no annoying tubes or cables.



Elderly people in particular often have difficulties with the correct placement and positioning of a conventional blood pressure cuff on the upper arm. The new BM 81 easyLock now makes this very easy, as annoying tubes and cables are a thing of the past.

Simply position, tighten, and start: the perfect all-in-one solution

The fully automatic blood pressure measurement on the upper arm is quick and easy thanks to the easyLock lock. The cuff can simply be pulled over the arm in one action, placed on the upper arm and tightened. Then the measurement can start. This innovative mechanism ensures a perfect fit, a very convenient measurement and a secure hold during the blood pressure measurement – without the need for hook-and-loop fasteners. The innovative device with integrated universal cuff can be used anywhere at any time and is suitable for upper arm circumferences of 24-40 cm.



1. Position



2. Tighten



3. Start

The BM 81 easyLock has a cuff position control function. With the help of this function, the device automatically checks that the cuff is fitted correctly on the upper arm during the measurement and indicates this with an OK symbol in the display. Inflation technology also ensures a very convenient measurement, as the measurement is already taken during inflation by means of a gentle build-up of pressure. Thanks to the coloured LED scale, the integrated risk indicator makes it easier for the user to interpret the results. The BM 81 easyLock calculates the average value of all saved measurements and the average value of the morning and evening blood pressure measurements from the last seven days. The arrhythmia detection also warns of cardiac arrhythmia. There is space for 120 measurements in each of the two user memories.



All results are easy to read on the XL black display. If the *Bluetooth*[®] function has been activated, the data is automatically transferred to the “beurer HealthManager” or the new “beurer HealthManager Pro” app after the measurement – perfect for long-term monitoring or sharing with a doctor.

Further information is available at the Beurer stand at MEDICA from **15 to 18 November 2021** in **Hall 10, Stand D20**.



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.