

Simply innovative: measure your blood pressure quickly and stress-free with the BM 81 easyLock

Ulm, 2 September 2022 – High blood pressure is one of the most common illnesses affecting people and can have severe health consequences such as heart attacks and strokes if not treated. Beurer is presenting the BM 81 easyLock Upper Arm Blood Pressure Monitor at IFA 2022. This product makes it particularly simple and easy to monitor blood pressure values. No tubes, no cables, no stress – taking measurements is made easy using the innovative easyLock locking system.

Highlight: the BM 81 easyLock provides an innovative way of combining the cuff and measuring device, making annoying tubes and cables a thing of the past. 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.



1. Put it on



2. Tighten



3. Measure

Trust is good – monitoring is better

The innovative mechanism of the new blood pressure monitor ensures a perfect fit and secure hold during the blood pressure measurement. The integrated universal cuff is suitable for upper arm circumferences of 24-40 cm. The cuff position control provides the user with certainty that the cuff is correctly fastened during the measurement by means of an OK symbol in the display. Inflation technology offers additional measurement convenience, as blood pressure is measured with a gentle build-up of pressure during inflation. Thanks to the coloured LED scale, the integrated risk indicator makes it easier 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

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last seven days. Arrhythmia detection also warns against possible irregularities in the heart rhythm. The device has two user memories for 120 measured values each. All blood pressure measurement results are easy to read on the black display.

Smart all-in-one solution – thanks to the app connection



The measured values can be automatically transferred to the new "beurer HealthManager Pro" app via *Bluetooth*[®] – perfect for long-term monitoring or sending to a doctor. The new medical device app ensures holistic health management. The various different applications are complemented by advanced features such as the "**beurer MyHeart**" **service**. With recipes, exercises, daily prompts and informative articles, the program supports the user on their personal journey towards a healthier lifestyle.

Blood pressure monitor with verified safety

The Deutsche Hochdruckliga e.V. regularly tests blood pressure monitors at the request of device manufacturers and awards a test seal for their measurement accuracy. The tests are carried out by independent institutes and help guide the user when selecting a device. The BM 81 easyLock has recently received the DHL test seal and is therefore regarded as particularly precise and clinically valid.



Beurer is presenting new products across various product areas at IFA 2022. All highlights can be seen from **2 to 6 September 2022** in **Hall 4.1, Stand 212**.

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 a 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, which is under constant development in all areas, offers products for use in the home. It includes: heating products, personal bathroom scales, kitchen scales, luggage scales, air purifiers, air humidifiers, air washers, a sea air simulator, fans, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, a resuscitation aid, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, insect bite healers, wake up lights, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg compression massager), relaxation aids, hair removal devices (classic, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors,

manicure/pedicure sets, beard and body care products for men, a BabyCare line, an ovulation thermometer, a fertility set, activity sensors and heart rate monitors. USB ports and *Bluetooth*[®] make it possible for a growing number of Connect products to be connected to the expanding 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 1,700 people. You can find more information at www.beurer.com.