

## Social media: Beurer goes TikTok

**Ulm, 6 December 2022 – Beurer is expanding its social media activities. In addition to its successful presence on Instagram, Facebook, YouTube, LinkedIn and Xing, the Ulm-based specialist for health and well-being has now also launched its own channel on the short video platform TikTok. The goal is primarily to address the young target group of Millennials and Generation Z.**

Launched in 2016, the app is considered one of the fastest-growing social media platforms and also enjoys a strong fan base in Germany. With more than 1.7 billion active users worldwide, TikTok users dance to music, release comedy videos, share life hacks and give styling tips every day.

“TikTok is an extremely attractive new platform for us to interact with a young audience. Creating content in such a way that it is equally fun, creative and informative provides us with fantastic opportunities to address our target groups. We want to make full use of this potential and make our range of brands and products even more visible and approachable,” says Kerstin Glanzer, Beurer Marketing Director.



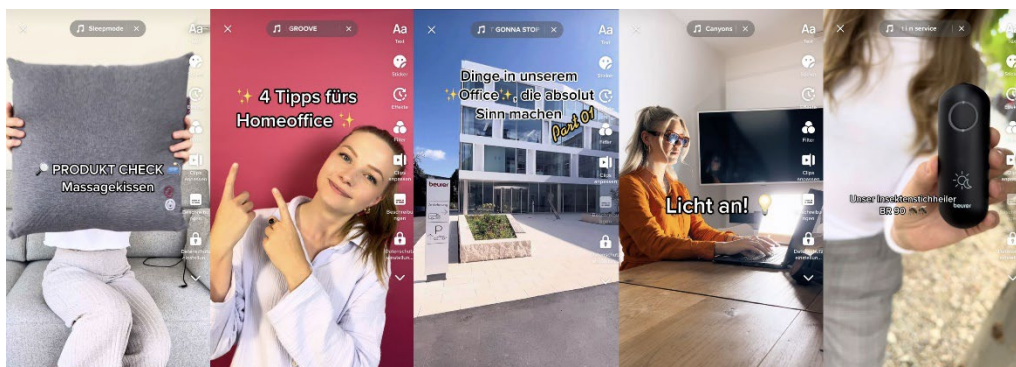
Beurer’s presence on TikTok is versatile, fast and doesn’t use traditional brand language. In terms of content, it focusses on topics relating to everyday office life, tips & tricks, trends and product checks. The in-house social media team currently creates and posts content twice a week. [Click here to go to the Beurer TikTok channel.](#)

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**Social Media:**



### **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, laser hair removal devices (traditional, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirror, 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*<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 1,700 people. You can find more information at [www.beurer.com](http://www.beurer.com).