

Beurer "Woman's Life": Products for women at different stages of life

Ulm, 1 September 2023 – Women are as vibrant and diverse as life itself. But one thing connects them all: their cycle and awareness of their own body. With "Woman's Life", Beurer is offering sophisticated solutions that support women at different stages of their lives – featuring innovative products as well as exciting topics and inspiration. Beurer is presenting the range from 1 to 5 September 2023 at IFA in Berlin.

Beurer "Woman's Life" includes products suitable for menstruation, conception control and fertility, and can accompany you through life stages including during pregnancy, after birth and during menopause.

Menstrual Relax Pads: Say goodbye to period pain!



Many women have no choice but to expect days of discomfort and menstrual symptoms during their monthly period. The red **EM 50 Menstrual Relax** and turquoise **EM 55 Menstrual Relax+ pain-relief pads** can ease recurrent

period pain and endometriosis-related tension of the lower abdominal muscles. The combination of TENS and heat function is applied precisely where relaxation is required – quickly, easily and without medication. 15 individually adjustable intensity levels deliver soothing pulses that relax the stomach and alleviate pain, while the heat function adds to the comforting feeling. The EM 55 has a larger shape and heat surface for added warmth. Both Menstrual Relax pads are made of medical-grade silicone and can be worn discreetly under clothing thanks to their extremely thin, flexible design. A rechargeable battery means they are also easy to use on-the-go.



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Ovulation thermometer: conception control or fertility support.

The symptothermal method is a scientifically recognised form of natural family planning (NFP). It is used to determine the fertile and infertile days in the female cycle based on a range of body signals such as your basal body temperature. The results can be used for natural conception control or family planning.



With the **BasalControl Basic OT 20** and **BasalControl Smart OT 30 Bluetooth®** in a black design, Beurer offers **two ovulation thermometers** that can help women to monitor their cycle or support them in trying to conceive. For reliable and continuous tracking, you can use both ovulation thermometers in conjunction with the "Ovy" app. With the OT 20, values are manually entered in the app, while the OT 30 automatically transfers them to your smartphone via *Bluetooth®*.

Pelvic floor training aids: active strengthening from within



Beurer PT 20 PelviStrong Pelvic Floor Training Aids

are the ideal supplement for pelvic floor training during pregnancy, after birth and around menopause. Training can promote awareness,

development and active control of weakened pelvic floor muscles. The set consists of three equally sized tampon-shaped cones of different colours and weights (turquoise: 28 g, fir green: 52 g, night blue: 71 g). It facilitates active training in accordance with the biofeedback principle, and supports the gradual and active building up of pelvic floor muscles. Just 10 minutes twice a day is enough to strengthen the muscles.

The “Woman’s Life” blog: topics related to women’s health

What are the different cycle phases? What role does good body awareness play in natural conception control? And what should you do if you are having difficulty getting pregnant? The “**Woman’s Life**” blog offers exciting articles and information on topics related to women’s health – from menstruation to menopause. The blog is available at www.beurer.com/gb/womans-life-blog or via the QR code.



All the Beurer highlights can be seen from at IFA from **1 to 5 September 2023** in **Hall 4.1, Stand 216**.

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 field 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 under constant development in all areas and includes products for home use. 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, grooming 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*[®] 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.