

A new TV campaign is tackling insect bites

Ulm, 7 June 2023 – The new TV campaign from Beurer, the Ulm-based health specialist, will be launched on 9 June 2023. True to the motto “Enjoy the moment without any scratching,” the TV advert will be broadcast until 31 August 2023 in Germany and the Netherlands. The theme of the advert is ideal for the summer and garden party season and it draws attention to the product range of insect bite healers.

The new TV advert shows a garden party on a warm summer evening with a relaxed atmosphere, cosy ambience, and a table filled with food. If only it wasn't for those pesky little midges and mosquitoes. They waste no time biting you without being noticed and leave the skin feeling itchy. So what can be done? A freeze frame, the scene is frozen in time. Only the lead actor is still moving. She pulls her insect bite healer out of her bag, holds it on the affected area for a few seconds, before the party then continues without a care in the world.



Kerstin Glanzer, Director Marketing at Beurer GmbH, reflecting on the advertising spot:

"Whether you're at a cosy garden party, doing outdoor activities, or you're camping, the TV advert addresses a topic that affects everyone. With our campaign, our goal is to draw attention to our brand, strengthen it, and make the product range even more tangible."

Insect bite healer and the soothing effect on symptoms

The insect bite healer is suitable for treating and healing insect bites and stings from mosquitoes, bees, or other small insects through the application of heat (local hyperthermia). Within its range, Beurer offers three medical devices for the medication-free relief of itching and swelling with the **BR 90**, **BR 60** and **BR 10**. A rapidly heating plate is activated at the push of a button. The heat destroys the injected proteins that induce the body's

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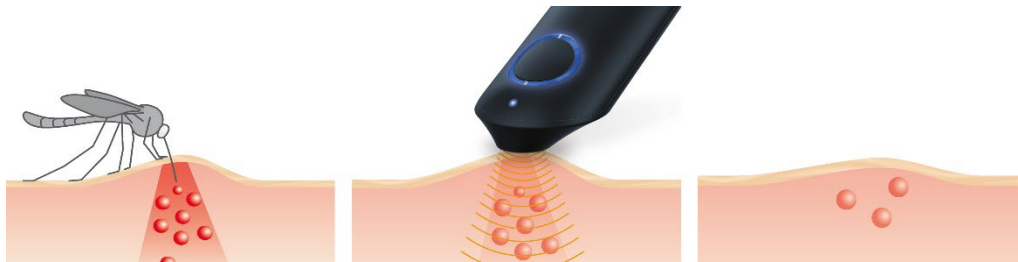
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immune response that takes the form of swelling and itching, and thus provides relief from these symptoms.



You can find out more about insect bite healers on the Beurer website at www.beurer.com or [here](#)

The TV advert can be viewed on the Beurer YouTube channel:
<https://youtu.be/NkQUFnjWcso>

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*® 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