

Press release

## **Beurer MenCare: Products designed for men and their specific shaving and styling needs**

Ulm, 17 January 2024 – For some time now, looking after your appearance hasn't just been a matter for women. In a world that increasingly values self-care and well-being, men's grooming needs are now also in the spotlight, for example through "National Men's Grooming Day" on 3 February each year. It not only reflects our new appreciation for male beauty and grooming regimes, it also marks a turning point in how modern men see themselves.



Beards, hairstyles and styling are ways for people to express themselves. With the new MenCare range, Beurer provides men with professional products to meet their specific shaving and styling needs. The products all feature high-quality design and give you what you need to keep beards and hair expertly styled, and body hair precisely trimmed. The range includes precision trimmers, beard trimmers, hair clippers, rotary shavers and multigroomers, which impress with their excellent cutting performance and easy-clean design. What's more, the devices are a real eye-catcher in the bathroom.

### **MN2X Precision Trimmer: Extremely accurate and precise**

The battery-powered MN2X Precision Trimmer is for trimming and shaping eyebrows as well as nostril and ear hair. The two different nostril and ear hair attachments gently remove unwanted hair, and the mini-blade with extra comb attachment (3/6 mm) is perfect for cutting and trimming eyebrows. The precision trimmer is splash-proof (IPX4) and comes with a battery, handy storage bag, two protective caps and a cleaning brush.

### **MN4X Beard Trimmer: On your beards, get set, go!**

Smart, well-kept beards are on trend – the MN4X Beard Trimmer gets them into shape quickly and professionally. Equipped with a high-quality titanium-coated stainless steel blade, this device is what you need to perfect your individual beard styling. A total of 12 cutting lengths can be set by means of 2 length-adjustable comb attachments (3-7 and 8-12 mm) as well as two-stage fine adjustment (0.8 and 1.2 mm). The device can be used in battery or mains operation mode. The powerful lithium-ion battery is fully charged in 90 minutes and

delivers an equally long shaving time. The device is washable for hygienic cleaning. The charging and battery status is shown in the LED display. Included in delivery: Storage bag, oil for the blade, cleaning brush and USB charging cable.

### **MN5X Hair Clipper: Create your individual look**

Thanks to the wide, washable stainless steel blade, the MN5X Hair Clipper facilitates fast and efficient hair cutting. There are 10 length settings provided by 6 comb attachments (3, 6, 10, 16, 19 and 25 mm) plus four-stage fine adjustment (0.6; 1.2; 1.8; 2.4 mm), as well as an extra-long battery life of four and a half hours from a charging time of three hours. The device can be used both on battery power or mains operation. It also has a travel lock to prevent accidental activation while on the move. Charging, battery and travel lock symbols are viewable in the LED display. The MN5X comes with a storage bag, oil for the blade, a cleaning brush and a USB-C charging cable.

### **MN8X Rotary Shaver: Precise and thorough beard care**

Get silky smooth skin with the MN8X Rotary Shaver and its 360° Flex shaver head. The three shaving heads optimally adapt to the contours of the face to enable a thorough and gentle shave. Magnetic fixing makes the shaving head very easy to remove. With the supplied precision trimmer attachment, you can also tackle precise “fine work” for immaculate beard styling. The device is waterproof (IPX7) and can even be used in the shower or bath. It also has a travel lock. The powerful lithium-ion battery ensures 100 minutes of shaving time and charges in 120 minutes. The quick-charging function is a highly practical feature which gives the MN8X ten minutes of operation time after only five minutes of charging. The LED display shows charging, battery, travel lock and maintenance symbols. Included in delivery: A charging and storage station, protective cap, cleaning brush and USB-C charging cable with adapter.

### **MN9X Multigroomer: The all-rounder for everyday use**

The MN9X Multigroomer meets your hair trimming needs from head to toe! This all-rounder has five high-quality stainless steel attachments with excellent skin compatibility, for use over the entire body: Beard trimmer, hair clipper, nostril and ear hair clipper, body groomer and precision trimmer. 10 adjustable cutting lengths are available for the beard trimmer attachment (3-7 and 8-12 mm) and 4 cutting lengths for the hair clipper attachment (3, 6, 9, 12 mm) including two-stage fine adjustment (0.8 and 1.2 mm). The multigroomer is waterproof (IPX7) and therefore suitable for use in the shower and bathtub. A 90-minute charging time facilitates 90 minutes of shaving. The charging and battery status is shown in the LED display. The device comes in a handy hard case which includes oil for the blade, a

cleaning brush and a USB charging cable.

Click here to go to the [product video](#) and the [dedicated website](#) for the new MenCare range.



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#### **About Beurer**

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the family-run company leads the way in several areas of this segment. Originally a manufacturer of heat pads and heated underblankets, the company has grown into a full-range supplier offering more than 500 products. Beurer offers various products for use at home in the categories of health, wellbeing, beauty, personal care, home, fitness and baby, including blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, hearing amplifiers, daylight therapy lamps, insect bite healers, a mobile ECG device and an emergency wristband, as well as products for pain therapy and women's health. The range also covers the areas of flexible heating, weight & diagnosis, air & aroma, massage & shiatsu and sleep & rest. What's more, Beurer offers various beauty products in the categories of FaceCare, BodyCare, HairCare, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the personal care category. The company offers a range of fitness products in its Antelope by beurer and Physioline product groups, along with numerous abdominal muscle trainers. The baby category contains special products adapted to the needs of children, babies and their parents. With its "Connect" product group, the health specialist offers a wide range of apps that can be combined with Beurer products and make

everyday life easier. Around 1,700 employees worldwide and a global distribution network spanning more than 100 countries ensure the company's ever-growing success. You can find more information at [www.beurer.com](http://www.beurer.com).