

Press release

Beurer shines a light on women's health to celebrate International Women's Day

Ulm, 6 February 2024 – Beurer is putting the spotlight on women's health to celebrate International Women's Day on 8 March 2024. With its Woman's Life product range and innovative health products, the health expert is underlining its commitment to promoting the well-being of women everywhere. The company supports women through the various phases of their lives in different ways. Whether it's menstruation, menopause, trying to conceive or postnatal recovery, the extensive range offers a variety of tailored product solutions.

Beurer also shares its health-related knowledge on its [Woman's Life blog](#). Readers can find useful further information there on topics such as period pain, natural contraception, trying to conceive, pregnancy, postnatal recovery and menopause.



“The Woman's Life products help and support women at every stage of their lives,” emphasises Kerstin Glanzer, Head of Marketing at Beurer GmbH. “We want to empower and support women in their everyday lives without them needing to compromise on their health. To do so, we share our knowledge on our Woman's Life blog and discuss topics such as period pain, natural contraception, trying to conceive and menopause in our articles,” continues Glanzer.

Beurer Woman's Life – health guide & source of information for the different phases of a woman's life

When it comes to women's health, every woman has different needs and will therefore also need different types of support. The Woman's Life blog is an information platform for women who are looking for answers to sensitive health issues and want to take control of their own health. No matter what stage of life they're in, Beurer is a health partner that women can rely on.

- **Periods without the pain:** Beurer's blog specifically addresses the different [types of periods](#), discusses the challenge of [menstruating while at work](#) and provides helpful information on [nutrition during your period](#).
- **Natural contraception:** If you want to switch from hormonal contraception to [natural contraception](#), the Woman's Life blog has the information you need.

- Beurer is also on hand to help if you're **trying to conceive**, with a [checklist](#) as well as tips if your [desire to have a baby remains unfulfilled](#). When [pregnancy](#) begins, Beurer remains by the side of expectant mothers and supports them throughout the process, including the important [pelvic floor training](#).
- **Actively experiencing menopause:** Anyone who is experiencing menopause will feel the changes to their body. Their [skin](#) will change due to the changes in their hormones and their [bones will weaken](#) due to the gradual decrease in oestrogen. Beurer shows you how to react to skin changes and strengthen your bones during menopause.



Image: OT 20



Image: Woman's Life image



Image: EM 55+

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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.