

Press release

## 4 tips to combat back pain

Ulm, 12 March 2024 – Back pain is one of the most widespread complaints. In industrialised countries, 70% of the population suffers from it at least once in their lives. Before taking medication, people are advised to undergo examination by a doctor first and discuss options for self-treatment with them. The Ulm-based health specialist Beurer has set itself the task of helping those affected by back pain. Helpful tips on how to treat back pain can be found on the [Beurer Health Guide page](#).

### Tip 1: Heat therapy for back pain

Heat penetrates deep into the muscles and can promote various healing processes. For example, in the case of muscle tension, applying heat reduces pain perception in the brain. However, heat should only be applied if the joint is not inflamed or swollen. Therefore, a medical examination is always recommended beforehand.

**Beurer product tip:** The [IL 50 Infrared Heat Lamp](#) is ideal for muscle tension and can also be used for colds. The treatment time is individually adjustable. The UV blocker provides infrared radiation with 100% UV protection.



### Tip 2: Relief through massage for back pain

Massage has various uses and is particularly helpful for relieving tension, muscle soreness, circulatory problems and signs of fatigue. After training sessions, massages have a supportive effect and increase general well-being.

Tension in the neck and back area can be loosened with the right product.

**Beurer product tip:** The [MG 151 3D Shiatsu Massager](#) provides optimum relaxation. It can be used in various ways on the shoulders, neck, back and legs and 3D massage heads provide an authentic massage experience.



### Tip 3: Combine massage and heat to soothe back pain

If additional heat is added during a massage, circulation is boosted and the deeper layers of tissue and muscle are also reached.

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**Beurer product tip:** The [MG 40 Infrared Massager](#) provides a soothing vibration massage with optional heat function. Thanks to the adjustable handle, it is also ideal for use on the back.



#### Tip 4: Prevent back pain

Ideally, back pain is prevented in good time before it even occurs. Sporting activity strengthens the musculature and thus takes the pressure off the skeletal system. However, back pain can also result from being overweight, meaning weight loss and weight control should therefore also be considered as a preventive measure. Diagnostic bathroom scales provide optimum support for this.

**Beurer product tip:** The [BF 500 Super Black Edition Diagnostic Bathroom Scale](#) (an ETM price-performance winner) not only monitors body weight, but also measures body fat and water as well as muscle percentage and BMI.



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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).