

Press release

Beurer HC 100 Excellence Hair Dryer is the test winner

Ulm, 4 April 2024 – Make bad hair days a thing of the past: with the right styling tool, you can create your favourite everyday look quickly and easily. Six hair dryers were tested in ETM TESTMAGAZIN's comparison test in the 04/2024 issue. The Beurer HC 100 Excellence High-Speed Hair Dryer was among the best and impressed as test winner.

Achieving a 94.7% rating, the Beurer HC 100 Excellence Hair Dryer received the **top mark of "VERY GOOD"**. It impressed across the board in the categories tested – performance, handling, equipment and operation.

The compact hair dryer with powerful digital motor impresses with 1700 watts of power and can reduce the drying time of the hair by up to 20 percent*. The lightweight device stands out with its particularly sleek, ergonomic shape – meaning you can effortlessly dry and style your hair in next to no time. With the slim professional nozzle, the hair can be partially dried for a sophisticated finishing touch. The diffuser gently dries curls and gives them volume. Thanks to the magnetic system, changing the various attachments is just as easy as removing the filter unit.



The experts from ETM TESTMAGAZIN were particularly impressed by the precisely adjustable power of the blower. Thanks to the four blower and temperature settings, this model has the greatest speed and temperature range of all hair dryers tested. This means that every user can create their personal favourite look, tailored to their individual hair structure. The practical memory function can be used to store the preferred temperature and blower settings. In addition, the HC 100 Excellence is one of the quietest devices (even at the highest setting) in the test.

All features at a glance:

- 4 flexible temperature and blower settings for gentle drying
- Ion function for sleek hair
- Integrated memory function – stores preset temperature and blower settings
- Removable filter for easy cleaning
- Slim, magnetic styling nozzle and diffuser for easy attachment changes
- Automatic filter cleaning display

- Hanging loop for practical storage
- Compact, distinctive design
- Salon-ready cable, 2.80 m in length
- Includes practical storage bag

The full test report is available [online](#).

* Compared to DC motor devices

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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.