

Press release

Beurer MenCare series receives Red Dot Award

Ulm, 4 June 2024 – The Beurer MenCare series has received the Red Dot Award 2024 for the outstanding design of the MN4X Beard Trimmer, MN5X Hair Clipper and MN9X Multigroomer. The elegant, dynamic and black design concept as well as the red Beurer Design Line are core elements of the MenCare product series and impressed the expert panel.

The MenCare series is part of a newly developed Beurer visual design language. Working with Munich-based design agency FLUID and design consultant Edmund English, Beurer has created an unmistakable product look. The main colours of the Beurer MenCare series are dominated by black and anthracite tones, for a very masculine impression. Inspired by major sports brands, the red Beurer Design Line is a striking, recurring element.



Images: FLUID Design GmbH



MenCare series: MN4X Beard Trimmer

The [MN4X](#) stands for a well-groomed beard and enables precise contours thanks to a range of length settings. The self-sharpening stainless steel razor blade with titanium coating ensures maximum skin comfort. The removable cutting attachment enables hygienic cleaning under running water.



MenCare series: MN5X Hair Clipper

The [MN5X](#) makes it possible to have a professional haircut at home. It features a powerful lithium-ion battery and wide stainless steel blade – for fast and efficient hair cutting.



MenCare series: MN9X Multigroomer

The [MN9X](#) Multigroomer is the ideal product for hair removal from head to toe. It can be used both in the shower and in the bath (IPX7).



Edmund English, design experience for

premium brands: “Good design must always reflect the user’s perspective. It must spontaneously inspire users when they are buying the products, and impress them in long-term use. Good design therefore provides guidance and certainty, creating an emotional dialogue between the user and the product as lasting added value for the brand. Good design... from FLUID with Beurer.”

Beurer GmbH

Söflinger Straße 218
D- 89077 Ulm
Tel. +49 731/3989-0
Fax +49 731/3989-295
www.beurer.com

Beurer Press Contact

Anna-Katharina Peuker
Anke Niess
E-Mail: presse@beurer.de

Social Media



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.