

Press release

IFA 2024: “Hot & Cold” and “SensorBoost” expand the massage gun range

Ulm, 6 September 2024 – Massage guns are the modern way to ensure a targeted muscle massage. Whether sports enthusiasts or office workers who spend a lot of time sitting – unpleasant muscle tension and pain occur in many areas of our everyday lives. The Ulm-based health specialist Beurer is expanding its range with two innovative products. Beurer will be presenting the **MG 195 Hot & Cold Massage Gun** and the **MG 101 SensorBoost Massage Gun** at the Internationale Funkausstellung (IFA) 2024 in Berlin.

The **MG 195 Hot & Cold Massage Gun** is the complete package when it comes to massage guns. It offers a powerful trigger point massage for the entire body. A special highlight is the attachment for the heat and cold function to relieve tension and reduce swelling. The user can choose from three levels for this function.

Product highlights:

- 7 high-quality massage attachments for personalised usage
- Heating and cooling application each with 3 levels
- Durable thanks to brushless motor
- 9 intensity levels from gentle to powerful from 1200 rpm to 3000 rpm
- LED display and control dial for easy operation and display of battery level and intensity levels
- Soothing heat and cold application can also be used without the massage function
- Compact design – perfect for home use, travel or training
- Practical storage case for massage gun and attachments
- Powerful lithium-ion battery with up to 4.5 hours of runtime



The new **MG 101 SensorBoost Massage Gun** stands out thanks to its striking, ergonomic design which is adapted to the shape of the user’s palm. The integrated pressure sensor helps you to select the optimum intensity for each area of your body.

Product highlights:

- Activation and regeneration through targeted muscle massage
- Powerful and soothing trigger point massage
- Durable thanks to brushless motor
- Compact design – perfect for home use, travel or training
- Quiet operation means the user can relax when using the device
- Tailored use with 5 massage attachments
- 5 intensity levels from approx. 1800 rpm to approx. 3000 rpm
- Powerful lithium-ion battery
- LED lights to display battery and intensity levels



All Beurer highlights will be presented at IFA from 6 to 10 September 2024 in Hall 4.1 at Stand 210.

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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.