

Press release

Beurer celebrates Men's World Day with award-winning MenCare series

Ulm, 15. October 2024 – Men's World Day on 3 November 2024 is all about men's health and self-care. A tidy appearance is an important element of personal well-being and a self-confident manner. Beurer is taking up this topic and presenting the perfect companions for daily men's grooming with the MenCare product line. From precise beard styling to thorough shaving – the Beurer MenCare series offers everything the modern man needs for a well-groomed and stylish appearance.

The highlights of the MenCare range include:

- [MN2X Precision Trimmer](#): This battery-powered trimmer with three different attachments ensures precise shaping of eyebrows as well as nose and ear hair. With its splash-proof design (IPX4) and practical accessories, it offers the highest precision and comfort.
- [MN4X Beard Trimmer](#): The Red Dot award-winning beard trimmer with titanium-coated stainless steel blade enables individual beard styling with 12 adjustable cutting lengths. The powerful lithium-ion battery provides up to 90 minutes of shaving time. The device can also be cleaned under running water.
- [MN5X Hair Clipper](#): This powerful hair clipper with wide stainless steel blade is ideal for professional and efficient hair cutting. With ten length settings, a long battery life and travel lock, it is the perfect companion for on the go and at home.
- [MN8X Rotary Shaver](#): The waterproof (IPX7) rotary shaver ensures a thorough shave thanks to the 360° flex shaver head and three adaptable shaving heads. With its quick-charge function and up to 100 minutes of use, it is ideal for everyday use.
- [MN9X Multigroomer](#): As an all-rounder for the entire body, it offers five high-quality attachments and different cutting lengths. The waterproof (IPX7) multigroomer is perfect for use in the shower or bath, and with a 90-minute shaving time, it is a real multi-talented device.

The Beurer MenCare range has been awarded the prestigious [Red Dot Award 2024](#) for its outstanding design. The performance of these high-quality products in practice is demonstrated by expert barber Burhan in the [video](#) (in German).

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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.