

Press release

Beurer HairCare: A new, elegant design line

Ulm, 6 September 2024 – When we style ourselves, it isn't just part of our daily beauty regime, it also boosts our self-confidence and helps us to express our personality. Beurer has created four new HairCare products that impress as a uniform design range. It is just one of many highlights that the Ulm-based health specialist will be showcasing at this year's IFA in Berlin from 6 to 10 September 2024.

The range consists of two hair dryers, one hair straightener and a rotating hot air brush, which come with a very distinctive, uniform and elegant look in matte beige and metallic gold. With the new products, Beurer is presenting a unique "design range" with colours and features that perfectly complement one another.

HC 70 Hair Dryer: A highlight for any hair type

The HC 70 Hair Dryer dries hair quickly and efficiently. With three flexible temperature settings and two speed settings, it is particularly gentle and optimally adapts to the specific requirements of fine or thick hair. The integrated ion function makes the hair sleeker and ensures there is less static charge. The lockable Cool Shot button makes it simple to finish off the hairstyle. The slim professional nozzle and the diffuser attachment also make it easy to create your favourite look. The filter can be removed for cleaning and the hair dryer can be conveniently stored in the storage bag provided.



HC 40 Compact Hair Dryer: Small device, big power output

If you prefer a small, compact device, look no further than the new HC 40 Compact Hair Dryer. Thanks to its ergonomic shape and compact size, it is comfortable to hold and impressively easy to handle when styling your hair. The three heat and speed settings, including a cold-air function, are shown on the LED display and enable you to tailor your daily hair styling routine according to what your hair needs. A slim professional nozzle and a storage bag are included in delivery.



HS 70 Hair Straightener: The fast, gentle way to get straight hair

Straight, beautiful hair is always on trend! With the new HS 70 Hair Straightener, you can achieve elegant sleek looks faster and more gently thanks to the extra-long, ceramic-coated hot plates. They are also spring-mounted, meaning the plates glide gently through the hair without any annoying pulling while using the device. The fast heating function ensures the HS 70 is immediately ready for use and the 360° swivel joint makes it a versatile helper. The variable temperature settings ranging from 120-220 °C make it easy to style any type of hair. The selected temperature can be fixed using the button lock and is shown directly on the LED display. The ion function gives the hair additional shine and makes it sleek. Thanks to the plate locking mechanism and heat-resistant storage bag, the device is easy to store away and take with you on trips.

**HT 85 Rotating Hot Air Brush: Create beautiful waves in next to no time**

The HT 85 Rotating Hot Air Brush is ideal for creating voluminous waves and curls. The brush head is coated with ceramic to protect the hair, features automatic clockwise/anti-clockwise rotation and comes with an integrated ion function. There are two heat and speed settings to choose from. There are also two interchangeable attachments – the heated brush for volume and body and the curling brush for soft, sleek curls and waves. The cold air setting lets you give your hairstyle long-lasting hold. Thanks to the 360° swivel joint, this device is also very simple and easy to use.



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

Beurer GmbH

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

Beurer Press Contact

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.