

Press release

Innovation prize for Beurer: MP 200 StudioNails Pro wins German Innovation Award 2025

Ulm, 13 May 2025 - Beurer has been awarded the German Innovation Award 2025 for its new beauty product MP 200 StudioNails Pro. Recognition as a “Winner” in the “Excellence in Business to Consumer – Beauty & Care” category underlines the level of innovation invested in the 3-in-1 manicure/pedicure station.

The powerful MP 200 StudioNails Pro combines a nail cutter, hygienic nail dust extraction, and a salon-grade UV/LED nail dryer in a 3-in-1 device. This all-rounder offers precise results at speeds of up to 26,000 rpm, whether for natural nails or professional artificial nails created with gel, acrylic, or UV varnishes. The MP 200 also scores points due to its compact design, an integrated storage drawer, and its intuitive operation.

Award for innovative products

By awarding the distinction of “Winner”, the expert jury of the German Design Council has recognised the innovative power of the MP 200. “We are delighted to receive the German Innovation Award 2025. It confirms our commitment to developing innovative products for our customers,” says Kerstin Glanzer, Marketing Manager at Beurer.

The German Innovation Award, presented by the German Design Council, recognises products, technologies and services that take new, innovative paths and offer solutions that stand out due to their added value for users and the environment. The expert jury consists of independent experts in the fields of technology, digitalisation, science, and institutions.

“Innovation is the key to a worthwhile, sustainable world – it produces answers to the pressing questions of our time,” explains Lutz Dietzold, Managing Director of the German Design Council.

In times where self-care is an increasingly important factor, Beurer underlines its role as an innovative provider in the beauty sector with the MP 200 StudioNails Pro, and brings professional nail care straight to your home.

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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.