

Press release

The customary Beurer quality is now also available for pets

Ulm, 5 September 2025 – For some time now, pets have been more than just human companions. We celebrate their birthdays, take them on holiday and even make them into small social media stars. No wonder, then, that we want to give them the same care as we give ourselves. "Love Your Pet by beurer" was born out of this idea. With this new product category, Beurer is now bringing its proven quality to the world of pets.

In line with its motto "Made By Us, Loved By Pets", the new Beurer PetCare range offers products that have been tailored specifically to the needs of pets – robust, easy to care for and designed with real attention to detail. Whether it's a gentle massage, professional fur care or cosy heat products, the new range blends functionality with an animal-friendly design.

"The idea for 'Love Your Pet by beurer' came directly from our customers. Many of them told us how much their cats and dogs love our heat products. This inspired us to develop a dedicated product line specifically for cats, dogs and other animals. Pets are an integral part of the family, so we care about their well-being as much as the well-



being of humans," says Kerstin Glanzer, Head of Marketing at Beurer.

Six PetCare products to begin with

The new range will include six products to begin with. They have been designed specifically for pets, come with a two-year guarantee and are easy to clean. The **"Buddy" Massager** provides a gentle kneading massage for soothing relaxation, while the **"Fluffy" Fur Trimmer** is a particularly quiet device for professional fur care. The **"Polly" Multifunctional Pet Scale** is a versatile tool thanks to its removable weighing pan. Snuggly warmth is provided by the cosy **"Lilli" Heated Pet Mat** for smaller pets and **"Sammy" Heated Pet Mat** for medium-sized to large pets. The **"Kira" Heated Bed** with padded rim provides pets with the perfect place to relax and unwind. All three heat products not only come with cable bite protection,

they are also scratch-resistant, the heating elements are waterproof to IPX7 and the covers are machine-washable at 30 degrees.

All new Beurer products will be on display at the IFA from 5 to 9 September 2025 in Hall 4.1, stand 112.

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About Beurer

Beurer was founded in Ulm in 1919 and now leads the way in several product categories. The family business is synonymous with a modern and healthy lifestyle, which is reflected in the claim "healthy. life. style." for the Beurer brand. Originally a manufacturer of heat pads and heated underblankets, Beurer has grown into an expert, full-range supplier offering more than 500 products. Today, the traditional company offers various products for use at home across its product categories of Health, Wellbeing, Beauty, Personal Care, Home, Fitness, Baby and Pet Care. These include medical devices such as blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, insect bite healers and products for pain therapy. The product range also covers the areas of flexible heating, weight, air, massage and recovery. What's more, Beurer offers various beauty products in the categories of facial care, body care, hair care, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the Personal Care category. Beurer offers a range of fitness products in its "Antelope by beurer" product group. The Baby category contains products adapted to the needs of children, babies and their parents. With "Love Your Pet by beurer", Beurer offers a wide range of products for pets. The "Connect" product group includes a wide range of apps that can be combined with Beurer products and make people's everyday routine easier. Around 1800 employees worldwide and a distribution network spanning more than 100 countries contribute to the company's ever-growing success. You can find more information at www.beurer.com.