

Press release

Innovative 2-in-1 device: Beurer LV 500 PureFlow combines air purifier and fan

Ulm, 5 September 2025 – With the LV 500 PureFlow, Beurer is bringing an innovative 2-in-1 device to IFA 2025 which combines an air purifier and fan in a modern design. It ensures clean air and pleasant cooling on hot days, all year round.

To achieve this, the [LV 500](#) offers a three-layered filter system comprising pre-filter, HEPA H13 filter and activated charcoal. It can remove up to 99.95% of particles such as pollen, fine dust, bacteria and odours from the ambient air, making it ideal for allergy sufferers and anyone who values a healthy indoor climate. At the same time, the fan provides a refreshing boost with its powerful airflow.

The modern design has no rotor blades and blends stylishly into any living area.

A smart upgrade for your home

The LV 500 offers five individually selectable programs: Basic, Nature, Sleep, Child and

Automatic. In smart automatic mode, the device detects particles measuring 2.5 micrometres and automatically adapts the cleaning power in line with the ambient air. A coloured LED indicator shows the air quality at all times. Twelve fan settings and 130° oscillation ensure that the air is optimally distributed in the room. The Lights-Off function enables the display and indicator light to be switched off completely – ideal for use in the bedroom. The quiet operation at low settings also helps with this.

Additional handy functions such as the timer function from 1 to 12 hours, the display of the current room temperature and the magnetic remote control all make the device very easy to use. The filters are replaceable and an integrated filter change indicator informs you in good time when it is time to replace them.

All this makes the LV 500 PureFlow a smart upgrade for your home – for clean air all year round and cooling on hot days.



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 tagline "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.