

Press release

## World Men's Day: Beurer MenCare Range Strengthens Self-Care

Ulm, 28 October 2025 – On 19 November, it is International Men's Day – a day that highlights men's health and awareness of self-care. Personal care is much more than an aesthetic aspect: it plays a crucial role in well-being and self-confidence. Ideal companions for this are the Beurer MenCare products, which support men in their daily routine.

With the [Precision Trimmer MN3X](#), facial hair can be trimmed easily and precisely. Three different attachments allow eyebrows as well as nose and ear hair to be perfectly shaped. For comfortable use, the MN3X is splash-proof (IPX4) and impresses with its handy design.

The [Beard Styler MN4X](#) ensures a well-groomed beard and precise contours with ten cutting lengths and two-stage fine adjustment – with up to 90 minutes of battery life. The titanium-coated stainless steel blade of the MN4X offers maximum skin comfort, and the Beard styler is washable under running water.



The powerful [Hair Clipper MN5X](#) features seven high-quality attachments for professional and personalised styling at home. The wide stainless steel blade and long battery life of up to 4.5 hours make the MN5X the perfect companion for enduring maintenance.

The waterproof (IPX7) [Rotary Shaver MN8X](#) impresses with the optimum contour adaptation of the 360° flex shaver head. With an interchangeable precision attachment, up to 100 minutes of battery life, and quick charge function, the MN8X is a must-have for daily shaving.

The [Multigroomer MN9X](#) is an all-rounder for the entire body: eleven high-quality attachments, various cutting lengths, and its waterproof design (IPX7) make it a versatile tool for hair removal from head to toe.

## **Award-winning Beurer MenCare products**

The Beurer MenCare products impress not only as functional tools for the modern man. The elegant, dynamic design concept with the red "Beurer Design-Line" also emphasizes the high-quality character of the series. For their outstanding design, the Beard Styler MN4X, Hair Clipper MN5X, and Multigroomer MN9X were awarded the prestigious Red Dot Award 2024.

With the MenCare Range, Beurer sets a mark for men's health and self-care. High-quality tools, excellent design, and easy to use – for a well-groomed, confident life. Further information is provided by the [Beurer Health Guide](#).

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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](http://www.beurer.com).