

Boosting your wellbeing – Beurer expands its massage range

Indulge your hands and feet – New massage devices from Beurer for targeted application

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Ulm/Berlin, 4 September 2009 – Our feet have to do the hard yards, quite literally. We take an average of 7,000 steps every day, and during our lifetime our feet will carry us the equivalent of approximately four times around the world – about 160,000 km. That's why we should pamper our feet much more often than we do. The new FM38 massage device from Beurer now allows everyone to treat their feet to a comprehensive wellness program. The Shiatsu technique is combined with light and infrared heating features to provide a revitalising foot reflex zone massage which stimulates circulation and encourages gentle relaxation. The new MG48 from Beurer can also provide an equally relaxing massage. This hand massage device is ideally suited to relaxing back muscles but it can also be used on other parts of the body. The infrared light integrated into the MG48 is a particularly useful feature, providing pleasant moments of warm winter wellness during the colder months of the year.



If you are having problems with your feet then it can impact your overall wellbeing. Foot reflex zone massage has now firmly established itself in the wellness field and is considered a tried and tested way of restoring equilibrium to the entire body. The FM38 massage device can help in achieving this. It has eight rotating massage balls which provide powerful stimulation to the soles of your feet. This encourages circulation and users can feel a tangible sense of recuperation. As many people are also constantly fighting against cold feet, if required the FM38 is also able to provide infrared heat.





Hand massage devices enjoy a long tradition at Beurer. Various devices were launched as early as the mid 1980s as part of the “Body Fit” product range. To mark the IFA and the expansion of the entire massage range, Beurer is also presenting a brand new device at the event. The MG48 delivers a tapping massage and infrared light, pampering users with relaxation and loosening back muscles or other parts of the body like arms and legs. The massage intensity is infinitely adjustable and not tied to any fixed level settings, while the ergonomically friendly shape and weight of approx. 900g ensures that the new device fits perfectly in your hand.

About Beurer

Specialist health and wellbeing company Beurer was founded in 1919. The first company to manufacture heating pads in Germany, Beurer today offers a broadly based portfolio spanning electric blankets, heated pillows, underblankets, blood pressure and blood sugar monitors, body temperature thermometers, kitchen and personal scales, massage, therapy and beauty treatment products and pulse watches. The Ulm-based company operates a global distribution network extending throughout more than 80 countries, and currently has around 350 employees. Find out more at www.beurer-medical.de and www.beurer.de.

