

## **maremed®: Marine climate for the home**

**Ulm, 3 September 2020 – Increasing air pollution puts a strain on our bodies and can have serious consequences for our health. A lot of people suffer from asthma, allergies and other respiratory diseases as a result. In order to prevent long-term damage, natural treatment methods are gaining ground in particular. A health retreat by the seaside usually significantly reduces the affected person's symptoms. The salt and mineral content in the air is soothing for the airways. At this year's IFA Global Press Conference in Berlin, the health specialist Beurer presents the maremed® sea air simulator, which creates an authentic marine climate in your home at any time.**

The maremed® sea air simulator cleans, mineralises, sterilises, ionises and humidifies the ambient air. The modern, coordinated system works through the addition of special natural sea salt produced exclusively for Beurer that contains more than 65 trace elements. The device simulates the biodynamics of the seaside using a patented principle:

- 1.) Sea salt solution:** The maremed® special sea salt is blended with water to create a sea salt solution.
- 2.) Air cleaning:** The fan draws in the ambient air. A pre-filter removes dirt particles, pollen, fine/domestic dust and animal hair from the air.
- 3.) Sterilisation:** Through the use of the UVC lamp, up to 99% of bacteria, viruses and micro-organisms are eliminated from the water.
- 4.) Mineralisation:** Just like in nature, the air flowing through is enriched with minerals from the water by a water evaporator block.
- 5.) Air ionisation and humidification:** The ioniser part performs additional ionisation and cleaning, before the mineralised air is returned to the environment.

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**maremed®**



The maremed® sea air simulator can improve breathing intensity and general well-being. It humidifies the airways in a natural way, helps to relieve asthmatic symptoms and promotes restful sleep. The air is humidified without vapour or salt deposits forming in your home.



The device can be operated via the LCD display with a sensor touch button. You can also choose between three fan levels, a timer function (1-24h) and a night mode that can enrich ambient air with extremely quiet operation while the control panel is switched off, even when you are sleeping. The product is suitable for room sizes of up to 50 m<sup>2</sup> and is easy to clean without chemical additives due to its minimalistic design. The 6-litre water tank with automatic switch-off function and large air outlet makes the maremed® extremely versatile.

Included in delivery are two pre-filters, a water filter and a 625g pack of maremed® special sea salt. Salt and filter sets are also available as replacement items or as practical 90-day packs.

### **About Beurer**

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-established company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in Europe. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes: personal bathroom scales, kitchen scales, luggage scales, air purifiers, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices,

hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake up lights, a snore stopper, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, leg compression massager), relaxation aids, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, ovulation thermometers, activity sensors and heart rate monitors. USB ports and *Bluetooth*<sup>®</sup> enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1,000 people. You can find more information at [www.beurer.com](http://www.beurer.com).