

## **Cooperation between Beurer and Barbara Becker promises high-quality moments of relaxation**

**Ulm, 24 February 2021 – The Ulm-based family-run company Beurer is now working together with Barbara Becker. As a specialist in health and well-being with over 100 years of experience, Beurer has outstanding expertise – including in the area of well-being and self-care. With its special products with a high-quality design, the Ulm-based company finds simple ways to make life more pleasant, offering the best solution for every area and any training session. One person who can appreciate our expertise is the self-made fashion, beauty and fitness entrepreneur and mother of two Barbara Becker. In addition, she perfectly complements Beurer's philosophy. She also knows what it takes to feel good in your own skin and to look after your body properly. In her many videos, she gives tips and tricks for how to use certain exercises to relax your body. Using this advice, anyone can enjoy a little moment just to themselves.**

“With Barbara Becker, we have a strong woman by our side who represents our philosophy in an absolutely authentic manner,” says Kerstin Glanzer, Head of Marketing at Beurer. “Just like her, Beurer remains innovative and true to itself at all times.” The partnership between Beurer and Barbara Becker promises everyday moments of relaxation, as well as high-quality product highlights.



The focus, for example, is on the MG 280 yoga & stretching mat for stretching the muscles and relaxing, as well as the TL 100 daylight therapy lamp, which is designed to positively affect mood and well-being and promote

**Beurer GmbH**  
Germany, Ulm  
Soeflinger Strasse 218  
89077 Ulm  
Germany

**Contact**  
Anna-Katharina Peuker  
[presse@beurer.de](mailto:presse@beurer.de)

**Website**  
[www.beurer.com](http://www.beurer.com)  
[www.beurer-healthguide.com](http://www.beurer-healthguide.com)

**Social Media:**



production of the “happy hormone” serotonin. The EM 70 Wireless TENS/EMS device for medication-free pain relief therapy is compact and can be taken anywhere; the MG 320 Shiatsu air compression seat cover transforms any ordinary chair or armchair into a high-quality massager.



All of the Ulm-based family-run company's products offer suitable long or short “time-outs” that can help anyone to improve their well-being. Barbara Becker knows just how important this is: “Our body is like a precious treasure that we should pay close attention to and treat with care,” says the 55-year-old. “We all have untapped potential – we just have to awaken it. The key to this is a healthy lifestyle, which includes not only fitness, but also relaxation, good sleep, letting go of stress and being kind to yourself.”

### **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, fascia massage, leg compression massagers), 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, an activity watch 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 900. You can find more information at [www.beurer.com](http://www.beurer.com).