

Two-time winner of the Red Dot Award: the maremed® Sea air simulator

Ulm, 15 April 2021 – Never before in the more than 60-year history of the design competition have so many companies and design studios submitted products to be evaluated under the professional judgement of the international Red Dot Jury as this year. Products were submitted from around 60 countries and their design quality and degree of innovation were evaluated in a multi-day process. The maremed® Sea air simulator from Beurer impressed the jury across the board twice and went away with awards in the "Product Design 2021" and "Innovative Product 2021" categories.

People who suffer from asthma, allergies, respiratory diseases often see significant benefit from spending time by the sea. The salt and mineral content in the air is particularly soothing for the airways. Beurer has launched a product onto the market that can also provide natural relief at home.

Breathe easy like at the seaside with the maremed® from Beurer



The patented maremed® Sea air simulator cleans, mineralises, sterilises, ionises and humidifies the ambient air in your own home. maremed® accurately recreates the natural interaction between water, salt and sun, ionised sea water and the wind by the seaside. The modern, coordinated system works through the addition of special natural sea salt produced exclusively for Beurer

that contains more than 65 trace elements. Seawater produced using maremed® special sea salt cannot be distinguished from natural seawater. The purity of the air is guaranteed through the elimination of up to 99% of bacteria, viruses and other germs from the water.

The Sea air simulator with proven effect

The Sea air simulator can improve breathing intensity and general well-being. The effect of maremed® was recently confirmed in an observational study conducted by the Prof. Kurscheid Institute together with Prof. Sieber of Bonn-Rhein-Sieg University of Applied Sciences. 73% of participants reported an improvement in breathing, 71% confirmed an increase in their

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reddot winner 2021
innovative product



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well-being and 78% said that the indoor climate changed positively after use*.

With the maremed® Sea air simulator, Beurer brings soothing sea air to your home. Breathe in deeply and feel the power of the sea soothing and relieving your airways. More information about the product can be found at www.maremed.com (only in German).

About the Red Dot Award

In order to evaluate the wide range of designs properly, the Red Dot Design Award is divided into three disciplines, Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The North Rhine-Westphalia Design Centre organises the Red Dot Award and it is one of the largest design competitions in the world. The jury came together for the first time in 1955 to judge the best designs around at the time. Since then the sought-after "Red Dot" award has become a highly acclaimed seal for excellent design quality all around the world. Further information at www.red-dot.org.

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*® 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.

*Observational study, 43 participants, <https://dr-kurscheid.de/institut/news/maremed500-studie> (only in German)