

Ocean Line: Hair styling with a real WOW effect

Ulm, 31 August 2021 – The new Ocean Line from Beurer makes perfect hair styling now possible at home. The range consists of the HC 35 Ocean hair dryer, the HC 45 Ocean volumising hair dryer brush and the HS 50 Ocean hair straightener. In the new petrol blue colour, the products are popular with everyone who loves modern, sophisticated design.

HC 35 Ocean: Compact hair dryer with power

As the compact device in the Beurer StylePro professional hair care series, the HC 35 Ocean makes the daily hair routine easy and uncomplicated. It not only dries hair gently thanks to three heating and blower settings, it also gives it extra shine and smoothness thanks to the integrated ion function. Blower and heating settings are displayed in colour by an LED symbol and can be individually adjusted depending on hair structure. The cold air function, which can also be variably controlled, fixes the hairstyle. The removable styling nozzle allows hair to be dried precisely. With its compact size, the device has a power output of 1600-2000 watts. Thanks to its storage bag, the HC 35 Ocean can be quickly stored in the cupboard or a travel bag.

HC 45 Ocean: 2-in-1 volumising hair dryer brush



Straight, voluminous or wavy hair? The HC 45 Ocean hot air brush makes it possible! With the device, hair can be dried and individually styled at the same time. This not only saves time, it enables you to easily create elegant looks without any

additional equipment such as curling tongs or straighteners. There are two temperature and blower settings, plus the cold air function, that can be used depending on the hair structure. The ceramic keratin coating ensures your hair is protected during styling. The oval shape of the device ensures a fantastic result because it means volume can be generated right at the roots. The ion function gives the hair additional shine and softness. The stylish petrol blue colour makes creating soft waves etc. even more fun. The device works with a powerful 1000 watts, and has a 360-degree rotating

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cable as well as a practical hanging eyelet, meaning tangled cables are a thing of the past.

HS 50 Ocean: No more bad hair days



The new HS 50 Ocean hair straightener creates shiny, soft hair and elegant looks in no time at all. Several temperature settings are available (120–220 °C) and are shown on a practical LED display. Spring-loaded heating plates adapt individually to any hair

structure. The ceramic-keratin coating protects your hair for exceptionally gentle straightening. The HS 50 Ocean has an automatic switch off after 30 minutes, a key lock and a plate locking mechanism for easy storage and transport. The 360-degree rotating cable and hanging eyelet make for easy handling.



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.