

Measuring blood pressure has never been easier with the BM 81 easyLock – no tubes means no stress

Ulm, 3 May 2022 – High blood pressure is probably one of the most well-known health conditions. Hypertension is not always noticeable through specific symptoms, meaning the number of unreported cases is very high – almost 30% in Germany according to a recent study*. If left untreated, however, high blood pressure can damage important organs over time, such as the heart, coronary arteries, brain, kidneys and blood vessels, with the potential for serious consequences. Each year, organisations such as Deutsche Hochdruckliga e.V. (German Hypertension Society) also raise awareness of the topic on World Hypertension Day on 17 May. By regularly monitoring your blood pressure values, you can uncover the first signs of hypertension. With the new BM 81 easyLock, Beurer has developed an upper arm blood pressure monitor with an innovative cuff that makes taking blood pressure measurements as part of daily life easier than ever before. This is also confirmed by experts from German lifestyle and test magazine ETM TESTMAGAZIN, who rated the device as "GOOD" in their online standalone test.

The BM 81 easyLock provides an innovative way of combining the cuff and measuring device, making annoying tubes and cables a thing of the past. The fully automatic blood pressure measurement on the upper arm is quick and easy thanks to the easyLock lock.

Simply put it on, tighten & measure: The perfect all-in-one solution

The cuff can simply be pulled over the arm in one action, placed on the upper arm and tightened. The mechanism ensures a perfect fit and makes the device particularly easy to use. As such, the blood pressure measurements can be ideally integrated into your daily routine.



1. Put it on



2. Tighten



3. Take a measurement

*#entdeckergesucht (#discoveryourbloodpressure) – almost one in three don't know about their high blood pressure!: Deutsche Hochdruckliga e.V.

Beurer GmbH
Germany, Ulm
Soeflinger Strasse 218
89077 Ulm
Germany

Contact
Anna-Katharina Peuker
presse@beurer.de

Website
www.beurer.com
www.beurer-healthguide.com

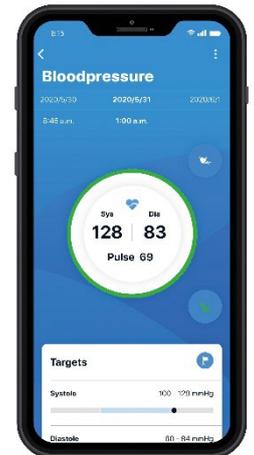
Social Media:



The innovative device with universal cuff can be used anywhere at any time and is suitable for upper arm circumferences of 24-40 cm. With the help of the cuff position control function, the BM 81 easyLock automatically checks that the cuff is fitted correctly on the upper arm during the measurement and indicates this with an OK symbol in the display. Inflation technology ensures a very convenient measurement, as the measurement is already taken during inflation by means of a gentle build-up of pressure.

Results at a glance on a smartphone thanks to app connection

The BM 81 easyLock calculates the average value of all saved measurements and the average value of the morning and evening blood pressure measurements from the last seven days. The measurement data can be automatically transferred to the new "beurer HealthManager Pro" medical device app via the *Bluetooth*[®] function – ideal for monitoring your data over the long term or for sharing information with your doctor.



“GOOD” rating from ETM TESTMAGAZIN



The experts at ETM TESTMAGAZIN were also impressed, praising the easy-to-use, innovative design. A wealth of smart features makes taking daily blood pressure measurements a very simple and quick process. Thanks

to the easyLock lock, for example, the cuff can be easily adjusted to suit different sizes of upper arm, providing a user-friendly experience without the need for annoying tubes or hook-and-loop fasteners. As a result, users can easily put on the device by themselves. The measurement is precise, and the practical test also singled out the black display for praise, as the values are easy to read from all angles. Other impressive features were the colour LED risk indicator for classifying the measured values, as well as the handy arrhythmia detection function that flags unusual fluctuations in your pulse. Thanks to the 2 x 120 memory spaces, the BM 81 easyLock can also be used by several people, for example from the same household. The test report highlights the app compatibility as another key benefit, enabling users to monitor their blood pressure over a longer period of time and graphically display trends. With its compact size and lightweight design, the high-quality device is ideal when travelling, too. The **full test report (in German)** is available [here](#).

Further information on high blood pressure and the annual campaign by Deutsche Hochdruckliga e.V. to mark World Hypertension Day can be found at: www.hochdruckliga.de/entdeckergesucht.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-standing company leads the way in several product fields in this segment; the company is a 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, which is under constant development in all areas, offers products for use in the 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 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*[®] make it possible for a growing number of Connect products to be connected to the expanding 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 1,700 people. You can find more information at www.beurer.com.