

## World Heart Day 2022: Measure your blood pressure regularly using new Beurer products

**Ulm, 27 September 2022 – If your blood pressure is constantly too high, this can be dangerous for your cardiovascular system. The symptoms of hypertension often go unnoticed for a long time, and if left untreated they can be the cause of serious illnesses such as stroke and heart attack. Your blood pressure and heart rhythm (the most important parameters of heart health) should therefore be regularly monitored by a doctor or using your own measurements at home, and the values documented for long-term monitoring.**

To inform people around the world about this important topic, each year **World Heart Day takes place on 29 September**. The campaign is an initiative from the World Heart Federation (WHF), in which heart foundations, including Deutsche Herzstiftung e.V. (German Heart Foundation), and cardiology associations from over 100 countries have joined forces. The aim is to provide information about cardiovascular diseases and their risk factors, as well as tips on prevention.

### **Blood pressure monitors for a healthy day-to-day life**

To make it easier to monitor blood pressure at home, Beurer has two new wrist blood pressure monitors in its range – the smart “Connect” model BC 87 *Bluetooth*<sup>®</sup> and the BC 27, a high-quality basic device. Both products enable fully automatic measurement of your blood pressure on your wrist, and are easy to use and practical. Two user memories, each with space for 120 measured values for the BC 87 *Bluetooth*<sup>®</sup>, and 60 measured values for the BC 27, provide a perfect overview. A coloured risk indicator helps you correctly assess the results. In addition, the devices’ arrhythmia detection function indicates possible heart rhythm irregularities.

### **BC 87 *Bluetooth*<sup>®</sup>: Smart and particularly comfortable**

The new BC 87 *Bluetooth*<sup>®</sup> also impresses with a position indicator, which ensures the ideal measuring position at heart level before the measurement. Thanks to the inflation technology, you are provided with ultimate comfort during measurement thanks to gentle pressure build-up and fast measuring times. The patented resting indicator checks the resting state during measurement. All measured values can then be transferred to the “beurer

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HealthManager Pro” app. This means that the data can be processed clearly and graphically, and monitored over a longer period of time using your smartphone or taken with you directly when you next visit the doctor. The additional “beurer MyHeart” smart service helps you to integrate a healthier lifestyle into your everyday life. Daily inspiration, exercise and nutrition tips accompany users on the path to greater health awareness.



### **BM 96 Cardio: Keep an eye on your heart’s health**

The BM 96 Cardio 2-in-1 device can be used to check the two most important parameters of heart health at home: Blood pressure and heart rhythm. The inflation technology provides the utmost measuring comfort, and the integrated risk indicator helps you interpret the results. The patented resting indicator also guarantees precise measurement values. Advanced arrhythmia detection also alerts you to atrial fibrillation – a key indicator to prevent strokes. The BM 96 Cardio can not only measure blood pressure, but it also has a 1-channel ECG function. An ECG stick can be used to record heart rhythm over 30-120 seconds and to create an electrocardiogram (ECG). This enables changes in heart rhythm to be detected early and further examinations to be carried out by a doctor. The data obtained can be transferred to the “beurer HealthManager Pro” app via *Bluetooth*<sup>®</sup>. The “beurer MyCardio Pro” service also provides users with tailored analyses of their ECG measurements using certified algorithms, allowing for optimal monitoring of their heart health.

You can find an overview of Beurer blood pressure monitors [here](#). More information on World Heart Day can be found at <https://world-heart-federation.org/world-heart-day>.



## 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: heating products, personal bathroom scales, kitchen scales, luggage scales, air purifiers, air humidifiers, air washers, a sea air simulator, fans, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, a resuscitation aid, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, insect bite healers, wake up lights, 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, laser hair removal devices (traditional, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirror, manicure/pedicure sets, beard and body care products for men, a BabyCare line, an ovulation thermometer, a fertility set, 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 1,700 people. You can find more information at [www.beurer.com](http://www.beurer.com).