

Pressemeldung**Beurer BiteX family: Insect bite healers for every need**

Ulm, 4 September 2026 – With the BiteX Range, Beurer is presenting a clearly structured product family of five insect bite healers at IFA 2026, allowing customers to choose which product best fits their everyday routine.

With the introduction of the new models BiteX Max and BiteX Go, Beurer is bringing together its popular insect bite healers under the name BiteX. The family name strengthens the recognition of the products and gives the expanded range a unified appearance. At the same time, BiteX stands for the shared active principle of the models: the targeted usage of heat to relieve itching.

The new [BiteX Max](#) features a powerful lithium-ion battery that can be conveniently charged via a USB-C cable. The highlight is an extended heating surface thanks to an



optional second heating ring – ideal for widespread itching. For precise usage even in the dark, the patented BiteSpotLight is integrated, while an automatic switch-off after two minutes provides additional safety.

Also new in the range is the [BiteX Go](#), an ultra-compact companion, for example on a key ring. It works without a battery, rechargeable battery or app and is powered directly by a smartphone. Simply plug it into the smartphone's USB-C port and off you go. In addition to two programmes, the BiteX Go also offers the BiteSpotLight.

With BiteX, the perfect device for every need

Among the successful battery-operated Beurer insect bite healers, the [BiteX Day & Night](#) positions itself as the premium model. It offers two programmes – for more sensitive skin or regular usage. With the integrated BiteSpotLight, bites can be treated quickly and easily even in the dark.

The all-rounder with two programmes for the whole family is the handy [BiteX Original](#). In addition to the white colour variant, it is available in specialist retailers as an exclusive special edition in modern grey with a high-quality travel case with carabiner hook.

Additionally, specialist retailers benefit from an attractive sales display for 12 units, which is perfect for placement at the checkout area. Displays for the BiteX Max, Day & Night and Go models are also available.

Practical for on the go is the battery-operated [BiteX Travel](#). It features an extra compact design with one programme. Thanks to the handy carabiner hook, this model is particularly suitable for outdoor enthusiasts, such as on hiking tours and other outdoor activities.

Clinical study confirms reduction of itching

For the development of the new BiteX models, Beurer commissioned a scientific observational study with 22 participants based on the proven BiteX Original model. The other BiteX insect bite healers are also based on its targeted heat principle. The result of the study: Itching was clinically proven to be reduced after usage.

All five BiteX models are medical devices and are suitable for children from three years, during pregnancy, and for diabetics. In addition, Beurer offers a five-year guarantee on the models – a clear promise of quality and durability.

All new Beurer products can be seen from 4 to 8 September 2026 at IFA in Hall 4.1 at Stand 112.

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About Beurer

Beurer was founded in Ulm in 1919 and now leads the way in several product categories. The family business is synonymous with a modern and healthy lifestyle, which is reflected in the claim "healthy. life. style." for the Beurer brand. Originally a manufacturer of heat pads and heated underblankets, Beurer has grown into an expert, full-range supplier offering more than 500 products. Today, the traditional company offers various products for use at home across its product categories of Health, Wellbeing, Beauty, Personal Care, Home, Fitness, Baby and Pet Care. These include medical devices such as blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, insect bite healers and products for pain therapy. The product range also covers the areas of flexible heating, weight, air, massage and recovery. What's more, Beurer offers various beauty products in the categories of facial care, body care, hair care, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the Personal Care category. Beurer offers a range of fitness products in its "Antelope by beurer" product group. The Baby category contains products adapted to the needs of children, babies and their parents. With "Love Your Pet by beurer", Beurer offers a wide range of products for pets. The "Connect" product group includes a wide range of apps that can be combined with Beurer products and make people's everyday routine easier. Around 1800 employees worldwide and a distribution network spanning more than 100 countries contribute to the company's ever-growing success. You can find more information at www.beurer.com.