

Press Release

World Heart Day: Keeping an eye on blood pressure and heart rhythm with Beurer

Ulm, 29 September 2026 – Our heart works around the clock without us having to think about it. World Heart Day on 29 September is a reminder to pay attention to your own heart health. Those who regularly check their blood pressure and heart rhythm can keep track of changes and have conspicuous values clarified by a doctor. Beurer offers various medical devices for easy self-monitoring at home and on the go.

The Upper Arm Blood Pressure Monitor [BM 27](#) makes starting regular blood pressure measurement simple and reliable: A cuff position control supports the correct placement of the cuff and thus reliable measurement. The risk indicator helps to classify the readings. Four user memories with 30 readings each also make the device practical for households with several people. The clinically validated medical device also detects possible cardiac arrhythmias and indicates this after the measurement.

Practical features for blood pressure measurement

The [BM 53](#) offers even more functions: Its extended arrhythmia detection can detect cardiac arrhythmias such as atrial fibrillation. The integrated triple measurement enables three consecutive measurements and supports even more accurate readings. In addition, the device is clinically validated for use during pregnancy. With “Scan & Save”, the values can be recorded in the “beurer healthmanager pro” app via a smartphone camera.

For those who prefer maximum comfort, the [BM 81 easyLock](#) is a wireless all-in-one solution. The integrated easyLock cuff is pulled over the upper arm, tightened and the measurement started at the touch of a button. The values can then be transferred via Bluetooth® to the “beurer healthmanager pro” app and tracked over the long term.

If you are unsure which blood pressure monitor suits your needs, the [digital Beurer product advisor](#) provides a suitable recommendation with just a few details.

Pay attention to heart rhythm

With the [ME 95](#), heart rhythm can be easily monitored at home or on the go. As a mobile 1-channel Mobile ECG device, it records the heart rhythm and, via “Change Lead Detection”, recognises if another measuring position would be more suitable. The extended arrhythmia detection can also indicate atrial fibrillation and contribute to stroke prevention. Here too, the results can be transferred via Bluetooth® to the “beurer healthmanager pro” app. With the

paid additional feature “beurer MyCardio Pro”^{*} in the app, users receive a personal ECG evaluation within a few seconds – the first report is included free of charge. The evaluation does not replace a medical diagnosis, but it can provide indications of abnormalities that should be clarified by a doctor.

^{*} Is a voluntary paid additional offer and not part of the purchase contract. We reserve the right to discontinue this service at any time without prior notice. The discontinuation of the in-app service does not result in any warranty or guarantee claims

The following images may only be used freely by the press to report on our company and our products, provided that the following copyright notice is clearly visible when they are used:
Beurer GmbH

Beurer GmbH

Söflinger Strasse 218
D-89077 Ulm
Tel. +49 (0)731 3989-0
Fax +49 (0)731 3989-295
www.beurer.com

Beurer press contact

Anna-Katharina Peuker
Simon Schwörer
Email: presse@beurer.de

Social media



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.