Press Release

Beurer puts self-care in the spotlight for International Men's Day

Ulm, 3 November 2026 – Between professional commitments and everyday hustle, "men" can quickly lose sight of their own health. Taking deliberate care of oneself, however, doesn't have to take much time. International Men's Day on 3 November serves as a reminder to give men's health and self-care more attention. Beurer shows how small bathroom routines and targeted moments of relaxation can find their place in everyday life.



Body care is far more than an aesthetic aspect: it makes a decisive contribution to wellbeing. The Beurer MenCare range brings your personal care routine into your home bathroom with ease. As a versatile companion, the Multigroomer MN9X with eleven attachments and various cutting lengths offers the ideal equipment for hair removal from head to toe. It is waterproof (IPX7) and can therefore also be used in the shower or bath. The powerful lithium-ion battery provides up to 90 minutes of operating time. The Multigroomer also makes a visual statement: in 2024, as part of the MenCare range, it received the Red Dot Award for its design.

A fresh start to the day



A radiant smile boosts confidence. The SC 50 sonic electric toothbrush in four fresh colours offers thorough dental care with individual settings: five programmes are available, including one for sensitive teeth. With up to 80,000 vibrations per minute, the SC 50 cleans gently and effectively removes plaque and impurities. An integrated pressure sensor supports the protection of teeth and gums, while a two-minute and a quadrant timer accompany your brushing routine. Thanks to 22 days of battery life and a travel lock, it fits neatly into your wash bag. In addition, the housings of the handle and brush head – with the exception of the LED ring and display – are made from 100 per cent recycled materials. The

bristles are made from 100 per cent renewable raw materials. This model therefore combines daily oral care with resource-conserving material use.

Soothing moments for strained muscles



Do your muscles need attention after lots of activity or a long day? The MG 195 HOT & COLD massage gun can help loosen tension thanks to trigger point massage with heat and cold functions. Seven attachments and nine intensity levels enable a personalised massage, from gentle to powerful. Heat and cold can each be set in three stages and enjoyed even without massage. The MG 195's ergonomic design and non-slip handle ensure comfortable handling, while the practical storage case makes it easy to use at home or on the go.

In the ntv product check "Massage guns on test – which loosens muscles best?" of 14 October 2026 (article in German language), the MG 195 was recently named test winner among five massage guns. The positive verdict was driven by the combination of a pleasant massage feel, ease of use and versatile features.



Whether building muscle or relaxing after a workout – the EM 56 TENS/EMS combination device supports both. It combines Transcutaneous Electrical Nerve Stimulation (TENS) and Electrical Muscle Stimulation (EMS) in one product. This offers several ways to enhance physical wellbeing: drug-free pain relief, electrical muscle stimulation to strengthen muscles, and regeneration. The EM 56 has two independent channels, 22 programmes and 50 available intensity levels. It also impresses with user-friendly handling, including a favourites programme and a clear LCD display with electrode position indicator for easy programme selection and electrode placement. A countdown timer, key lock and automatic switch-off round off the operating concept. For maximum flexibility, the control unit can be worn on the body with a belt clip.

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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.