

## **Red Dot Award 2019: Beurer stress releaZer captivates the jury**

**Ulm**, 14th May 2019 – Unique product, exceptional design: **the stress releaZer – a world first from Beurer – won over the team of around 40 experts who awarded the coveted Red Dot Award this year. The health specialist from Ulm received the prize in the “Product Design” category. More than 5,500 submissions from all over the world were evaluated. The jury recognised products that particularly stand out with their high level of design quality and innovation with this internationally recognised quality seal.**

### **Be more relaxed in your everyday life with the stress releaZer**

For many people, stress has long become a constant part of daily life. Successfully managing a career, family, hobbies and the personal pressure to perform is a great challenge. The Beurer stress releaZer relieves stress symptoms in a natural way, without medication or therapies. It helps you to find your inner balance with targeted breathing training and rhythmic vibrations. The method used to reduce stress is heart rate variability (HRV) training. The term heart rate variability describes the ability of the human body to adjust the frequency of the heart rhythm to different situations. The stress releaZer specifies a special breathing rhythm, which increases the body's resistance to tense and stressful situations.

The device works best when you are lying down and it is positioned on the diaphragm area. It calms the nerve tracts in the central region of the body and restores breathing harmony. The relaxation aid transmits pulses to the user, which allows them to breathe correctly. The breathing training comes with three cycles of different durations (10/12/14 seconds) to suit your personal needs. In addition, it is possible to activate a pulsating light ring to the selected breathing rhythm as well as a heat function on the underside of the product.

Using *Bluetooth*<sup>®</sup>, the stress releaZer can be connected to the free "beurer CalmDown" app. Here a professional 6-week programme, for example, can be created, in which the duration and frequency of the exercises are gradually increased. The training units can also be customised with music

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and light. The app provides optimal support for relaxation as a virtual relaxation coach with conscious, regular breathing exercises and helps to sustainably reduce personal stress levels.

### **About the Red Dot Award**

In order to evaluate the wide range of designs properly, the Red Dot Design Award is divided into three disciplines, Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The North Rhine-Westphalia Design Centre organises the Red Dot Award and it is one of the largest design competitions in the world. The jury came together for the first time in 1955 to judge the best designs around at the time. Since then the sought-after "Red Dot" has become a highly acclaimed seal for excellent design quality all around the world. Further information at [www.red-dot.de](http://www.red-dot.de).

### **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 the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, 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, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, compression leg therapy), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch 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 1000. Further information is available at [www.beurer.com](http://www.beurer.com).