

Press release

Beurer presents new brand claim "healthy. life. style."

Ulm, 5 September 2025 – At IFA 2025, Beurer will be showcasing its new brand claim "healthy. life. style." as part of its revamped brand communications. The claim sums up how the traditional company has evolved over time. Today, Beurer represents much more than just functional healthcare products – the brand embodies a modern lifestyle tailored to the needs of the individual.

The new brand claim "healthy. life. style." replaces the previous claim "Health and well-being", which has been used for decades. Through constant innovations and by expanding its product range, Beurer has grown beyond its core areas of health and well-being.

The new claim conveys this change to the outside world and enables people to experience it emotionally.



"healthy": Beurer is synonymous with products that support people's health.

"life": Beurer's wide range covers many areas of daily life and helps people with their everyday routine.

"style": Beurer's products aren't just innovative and functional, they also impress with their design – making them perfect for a modern lifestyle.

"The claim 'healthy. life. style.' brings our brand values into a new era. It combines our core area of health with a focus on design and lifestyle – which is precisely what sets our brand apart today," says Kerstin Glanzer, Head of Marketing at Beurer.

Beurer gets a sound logo for the first time

The new brand claim also paves the way for realigned visual language, which in future will emphasise the lifestyle aspect. In keeping with this approach, the Beurer brand is getting a sound logo for the first time, which will make the brand more recognisable in moving image content in future.

All new Beurer products will be on display at the IFA from 5 to 9 September 2025 in Hall 4.1, stand 112.

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

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.