

Press release

The new Beurer HT 100 5-in-1 Multistylers – premium styling results with any look

Ulm, 5 September 2025 – With the HT 100 5-in-1 Multistylers, Beurer is launching a true all-rounder at IFA 2025. The powerful premium device combines five styling functions in one compact tool – for personalised looks and professional results.

The HT 100 impresses with a powerful and durable brushless motor (1500 watts). There are five interchangeable styling attachments, including long curling attachments (150 mm) for left and right-turning styles, a volume brush and a hair dryer nozzle. A hair straightening brush with professional heat technology ensures effortlessly straight hair and makes styling very simple. As such, the HT 100 can be used for all types of hair according to the user's individual needs, be it drying, straightening, curling, creating waves or volume styling.



Thanks to three individually adjustable settings for both the temperature and blower, the styling process can be tailored to any type of hair. The innovative negative ion technology ensures sleek hair and reduces frizz, while the cold shot function gives the hairstyle hold.

A further highlight is the self-cleaning function, which easily removes residue at the touch of a button. The multistylers come with a heat protection glove and a handy storage bag. This means it's not just a compact everyday companion for versatile styling results, it's also ideal for travel or when on the go.

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

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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 tagline "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.