



MEDISANA and HoMedics are presenting the latest trend highlights for health, wellness and well-being at the IFA

Neuss, July 23, 2018. At the 2018 IFA, MEDISANA and HoMedics will jointly present the latest trend highlights from the areas of health, wellness and well-being. On an area of 174 m² visitors will discover innovations and bestsellers from the existing product portfolios of both brands.

This year, the IFA focus of Medisana, the pioneer in the field of mobile health and the market leader in the massage area, will be on the Connect devices and the in-house VitaDock+ health app. Devices from a new Connect series will be presented to the public, and the key focus will be on the worldwide trend towards self-optimization and the improvement of one's own health and well-being. The digitisation and option to always have your own vital signs available in just one app thanks to intelligent and coordinated products, will also play a key role for the management of your individual health condition. In addition to the Virtual Reality Massage, HoMedic's focus at the world's leading trade show for consumer electronics and home appliances will be on novel gel massage products with an innovative "real feel" technology, and new skin care products from the Blossom series - silicone cleansing brushes with sound vibration for a pore deep cleansing of the face and body.

At the IFA 2018, MEDISANA and HoMedics can be found in Hall 6.1, Booth 103.

MEDISANA is the leading specialist in the home health care market and market leader in the field of massage technology. For over 30 years, the company from Neuss has been committed to improving people's health under the motto "Innovation Based On Tradition". MEDISANA is a pioneer in the mobile health management trend and delivers future-oriented products for a modern everyday life in an increasingly networked world. MEDISANA develops, markets and sells products in the categories of mobile health, health control, sports, wellness, therapy, healthy home, personal care and kitchen scales for health-conscious consumers around the globe.

HoMedics is one of the best known and most innovative brands in the sectors of health, wellness and consumer electronics. The company was founded in 1987 as a manufacturer of massage devices for home use in the USA, and is now the market leader in the massage technology industry. The HoMedics brand portfolio also includes the brands HoMedics, The House of Marley, Salter, Sol Republic as well as JAM and HMDX Audio. The family-owned company sells its innovative products from the segments wellness and personal care, kitchen appliances as well as consumer electronics in more than 90 countries throughout America, Asia, Europe, Africa and the Middle East.

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