



**Using the gentle healing power of heat for well-being:
several innovations in medisana's range of heated products**

Neuss, 02.09.2019. Heat works wonders. For centuries, the gentle healing power of heat has been used in every culture to contribute to our well-being. When used properly, heat can relieve tension, loosen up the muscles, stimulate the metabolism, counteract colds, and improve blood flow to the skin and connective tissue - and it is a blessing for the well-being of the senses. As one of the leading specialists in the home healthcare market, medisana offers a comprehensive range of soothing heated products: from electric blankets and heating pads to foot warmers and neck and back warmers.

On the occasion of the IFA 2019, medisana is presenting a range of innovations in the field of heated products. To ensure even better recognition of its products, medisana has now completely **relaunched** its range of **heating products**. From now on, all the products in the range will be available in a single harmonised colour family – refined yet cosy shades of grey that inspire warmth and well-being. The FWS electric foot warmer, the HDW and HB 675 electric blankets, the HP 630 and HP 622 shoulder and neck warmers, and the HP 605 heat pad are all now available in the new look and feel.

In addition, medisana is presenting several great **new products**. These include the FW 150 foot warmer and HB 680 electric blanket in cuddly warm knitted fabric, as well as two new heated blankets. As a special feature the heated blankets can also be used as throws or ponchos, thus offering far more flexible use than the traditional heated blanket. If you're looking for warmth combined with an optional massage, then try the new FW 100 foot warmer which comes with an additional vibration massage function. medisana's extensive range is rounded off with four new heated underblankets, for example in extra-soft maxi fleece or in king-size dimensions. When it comes to warmth, there's something to suit every taste.

medisana is one of the leading specialists in the home healthcare market. For over 35 years, the German company has been committed to people's health with the motto "Your health in good hands". medisana is pioneering the trend towards mobile health management, and is delivering future-oriented products for modern life in an increasingly networked world. The Neuss-based company is the German market leader in the field of massage. medisana develops, markets and sells worldwide products for health-conscious consumers in the categories of mobile health, health monitoring, wellness, sport, personal care, therapy, and healthy home.

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