

Innovations from the market leader in the massage area: MEDISANA presents new products for neck massage and a relaunch of its bestsellers

Neuss, 31.08.2018. MEDISANA continues to be the market leader in the field of massage products, because even according to the latest market data, the company from Neuss sold more massage products than anyone else in Germany (GfK 2017 Panelmarkt Massage). The latest market research shows that massage products are still on trend and that sales will increase. Under the motto "Innovation from tradition", MEDISANA will therefore continue to invest in this area, in order to expand its product portfolio to promote people's health. There will be two new models at once from the neck massage area: the NM 866 Vibrating Neck Massager and the NM 880 Shiatsu Neck Massager. With both of these, tension can be prevented in the neck and shoulders.

The **NM 866 Vibrating Neck Massager** offers a two-level vibration massage for the neck and shoulders. Its switchable heating function guarantees that the body parts can loosen and relax in the best possible manner during the massage. By pulling on the holding straps, the intensity can be increased according to personal preferences. The NM 866 Vibrating Neck Massager is ideal for use at home and while travelling, as it can optionally be used with mains power or in battery mode.

The new **NM 880 Shiatsu Neck Massager** stands for a particularly relaxing shiatsu massage for the neck. The massage can be performed in three speed levels using the integrated control panel - depending on the desired intensity. The massage effect can also be adjusted by pulling on the holding straps, as desired. The NM 880 Shiatsu Neck Massager is also convincing due to its ergonomic fit, as well as the easy-care polyester cover with pleasant foam padding. Using it wirelessly in rechargeable battery mode allows the utmost flexibility, so that the massage can be enjoyed at any location. The NM 866 Vibrating Neck Massager (EUR 39.95 RRP) and the NM 880 Shiatsu Neck Massager (EUR 139.95 RRP) will both prospectively be available from the fourth quarter of 2018 in specialist shops, as well as at www.medisana.de.

Medisana has also relaunched its massage sales hits: Both of the bestselling products, the MC 825 Shiatsu Acupressure Massage Seat Pad and the NM 860 Shiatsu Neck Massager were overhauled and their design was optimised. The new **MC 825 Plus Shiatsu Acupressure Massage Seat Cushion**, which stands for an innovative acupressure massage with three intensities in the area of the waist and the thighs, is presented in a high-quality suede leather look since the design relaunch. As usual, three massage zones for shiatsu massage selectable: total, upper or lower back. In addition to this, a separate height-adjustable neck massage and the new integrated spot massage round off the integral massage program.

The relaunched **NM 860 Shiatsu Neck Massager** offers a particularly intensive shiatsu massage in the neck area, with four rotating massage heads. It is equally flexibly usable - also on the shoulders, back, stomach, thighs and calves. The appealing, high-quality suede leather look is new after the design relaunch, which adapts well to the home environment. The switchable read light and heating function in the upper massage heads provide an additional feel-good atmosphere. The massage intensity can be adjusted individually by pulling on the holding straps.

Both of the bestseller products, the MC 825 Shiatsu Acupressure Massage Seat Cushion and the NM 860 Shiatsu Neck Massager are available at a price of EUR 199.95 RRP and EUR 99.95 RRP, respectively, in specialist shops, as well as at www.medisana.de.

MEDISANA GmbH

Jagenbergstrasse 19

41468 Neuss

Tel.: 02131 / 3668 0

Fax: 02131 / 3668 5095

presse@medisana.de

www.medisana.com

Medisana on Facebook: www.facebook.com/medisana