

Achieve more fitness and a well-toned body: With the new sporting goods by MEDISANA

Neuss, 31.08.2018. The trend towards new body awareness is still unwavering. Whether it involves building up muscles, burning calories or increasing endurance - the wish for physical fitness is not just keeping sports enthusiasts moving. Everywhere, people are walking, running and exercising, for all they are worth. This year, MEDISANA, the pioneer in the field of mobile health and the market leader in the massage area, is particularly focusing on the trend themes of fascia training and EMS.

Fascial-Fitness is the name of the continuing trend of healthy movement, which is in between exercise and prevention. With the new **PowerRoll XT and PowerRoll Classic**, Medisana is expanding its product range, so that more and more consumers in this country can roll their way to more fitness. Thanks to their innovative deep vibration, both of the fascia rollers also reach deep-seated muscles. They are ideally suited for activation and regeneration, as well as for strength and stability exercises, as well as fascia training. Eight different intensity levels can be controlled conveniently and easily with the + and - buttons. While the PowerRoll Classic has a standard width of approximately 31 centimetres, the PowerRoll XT is fitted with an extra-wide training surface of 45 centimetres. PowerRoll Classic und PowerRoll XT will be available from the fourth quarter of 2018 for a price of EUR 99.95 RRP and EUR 119.95 RRP, respectively, in specialist shops, as well as at www.medisana.de.

As another product in the new EMS category and as a supplement, to the EMS BodyTrainer, this is followed by the **EMS Hip Trainer**. It has two effective modes as proactive tools for strengthening muscles and developing the buttock muscles. Its ergonomic pad design allows excellent adhesion to the hips. The EMS Hip Trainer is ideal for training at home or in the fitness studio. A removable controller with 15 selectable intensity levels and 25-minute automatic program setting ensure the perfect training effect. The EMS Hip Trainer will prospectively be available in the fourth quarter of 2018 or in the first quarter of 2019.

All of us would also like to have firm abdominal muscles - and not just for the bikini and bathing season. Medisana helps the fulfilment of this wish come a bit closer with the new **AM 880 EMS Abdominal Muscle Trainer**, which will also be launched on the market in the fourth quarter of 2018. The AM 880 Abdominal Muscle Trainer is a flexible abdominal belt with integrated electrodes, which offers diligent exercisers six different abdominal muscle training programs of 30 minutes each. 50 intensity levels are selectable for the personal exercise procedures - so that everyone can exercise at a customised level. The Abdominal Muscle Trainer is also wearable under the clothing due to its flat design. The AM 880 Abdominal Muscle Trainer by MEDISANA is available at a price of EUR 59.95 RRP from retailers, and at www.medisana.de.

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