



## **MEDISANA is the market leader for massage products in Germany**

*Neuss, September 1, 2017.* The current market data from 2016 proves: MEDISANA is the market leader in the field of massage products, because last year the company from Neuss sold more massage products than anyone else. For the future, the latest market research shows that mass-produced massage products are in high demand 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 effectively promote people's health.

A product highlight in this segment will be the new comfort massage seat pad MC 826, which offers a pleasant relaxation for the entire upper or lower back. The new seat pad represents a high-definition massage, which means a targeted and intensive effect for a clearly noticeable well-being increase. With the traditional Far Eastern Shiatsu massage as well as three switchable tapping massage programs, it allows several applications for the back as well as an acupuncture treatment in the area of the waist and a separate, height-adjustable neck massage with a selectable rotational direction.

The market leadership of MEDISANA is additionally secured on the German market through a new sales and brand cooperation with HoMedics, one of the best known and most innovative brands in the sectors of health, wellness and consumer electronics as well as international market leader in the massage industry. Together, both companies are striving for market leadership in Europe.

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