

**PRESS RELEASE
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medisana VC 150 Wins Plus X Award, Setting a New Standard for Smart Cupping Massagers in Australia

The award-winning VC 150 combines modern vacuum technology with traditional cupping therapy, making massage and cupping easier for Australians at home.

Sydney, Australia — [Insert Date] — medisana's **VC 150 Vacuum Cupping Massager** has been recognised with the **Plus X Award**, one of the world's leading international recognition for innovative and high-quality consumer products. The medisana VC 150 Vacuum Cupping Massager received distinctions for Innovation, High Quality, Ease of Use, and Design, reinforcing medisana's reputation as a global wellness leader committed to making modern health tools accessible to everyday users.

With Australians placing greater emphasis on at-home wellbeing practices, the medisana VC 150 Vacuum Cupping Massager arrives at a time when interest in natural recovery methods, massage therapy, and home cupping therapy is steadily rising. The device blends the traditional principles of cupping with intuitive technology, making massage and cupping simple, safe, and convenient, even for users who may be trying cupping therapy for the first time. As one of the most advanced [cupping massagers](#) in its category, the medisana VC 150 Vacuum Cupping Massager provides an effective solution for muscle tension relief, post-exercise recovery, and general stress relief.

A Modern Approach to an Age-Old Wellness Method

Cupping therapy has been used for thousands of years to support circulation, relieve muscle tightness, and encourage the flow of nutrients through connective tissues. In recent years, the method has gained renewed popularity across Australia, particularly among athletes, gym-goers, and individuals seeking natural ways to manage tension or stiffness.

While the core benefits of cupping therapy are profound, traditional methods often pose significant barriers to at-home adoption. Traditional cupping usually requires professional skill or manual tools that can be difficult for new users to control.

The medisana VC 150 Vacuum Cupping Massager addresses these pain points by using controlled vacuum technology to recreate the cupping effect in a safe and predictable way. The device features a built-in electronic pump that ensures consistent suction, eliminating the uncertainties of manual cupping tools and making the practice more accessible to a wider audience.

Features That Stood Out

The Plus X Award jury evaluated the medisana VC 150 Vacuum Cupping Massager based on its usability, product quality, and overall design. Key attributes that contributed to its award recognition include:

- Smart vacuum suction: Provides stable pressure levels that minimise user error and enhance safety.
- Multiple intensity settings: Enables personalised sessions to enable users to select a gentle massage or deeper muscle activation.
- Ergonomic design: Fits comfortably in the hand, allowing easy use across hard-to-reach areas such as the back, shoulders, and legs.
- Portable and durable construction: Made with high-quality materials suitable for everyday home use or post-workout recovery.
- Simple cleaning and maintenance: Designed for hygiene and long-term reliability, aligning with Australian expectations for practical home wellness devices.

These combined features set the medisana VC 150 Vacuum Cupping Massager apart as a cupping tool that integrates seamlessly into modern lifestyles without sacrificing comfort, effectiveness, or ease of use.

Meeting the Needs of Australian Users

Australian consumers have been shifting toward wellness routines that can be performed independently at home. Busy work-life schedules, increased interest in recovery tools, and the desire for natural, non-invasive methods all contribute to the growing adoption of devices like the medisana VC 150 Vacuum Cupping Massager.

For the vast number of Australians dealing with tense neck and chronic shoulder as well as upper back tension from desk jobs, the medisana VC 150 Vacuum Cupping Massager offers an essential mid-day or post-work relief ritual.

Whether it is used by someone who spends long hours at a desk, an athlete recovering from training, or an individual seeking relief from general muscle tightness, the medisana VC 150 Vacuum Cupping Massager offers a flexible solution that fits into daily routines. Its compact design also appeals to travellers, shift workers, and users who want a reliable tool that can be used anywhere and anytime.

Cupping and massage can support skin elasticity, circulation, and overall tissue health. The medisana VC 150 Vacuum Cupping Massager is designed with these benefits in mind, providing gentle stimulation of the deeper tissue layers while encouraging healthy blood flow. Users who regularly incorporate cupping into their routine may experience improved comfort after physical activity, reduced stiffness, and an enhanced sense of relaxation.

The Plus X Award for Innovation, Quality, Ease of Use, and Design is a clear testament to medisana's commitment to modern, user-centric wellness technology. The medisana VC 150 Vacuum Cupping Massager is more than just a cupping device; it is a smart, safe, and effective solution that empowers Australians to take active control of their muscle health and recovery, seamlessly blending ancient wisdom with 21st-century engineering.

medisana emphasises that cupping is not intended to replace medical treatment. Instead, the medisana VC 150 Vacuum Cupping Massager serves as a supportive wellness tool for users seeking to complement their lifestyle with simple, science-informed techniques.

About medisana

medisana is one of the leading specialists in the home healthcare market. For over 40 years, the German company has been dedicated to the health of people with the motto “Your health in good hands.” medisana is a pioneer in the trend of mobile health management and provides future-oriented products for modern everyday life in an increasingly networked world. The Neuss-based company is one of the leading manufacturers in the massage sector. medisana develops, markets and sells products related to mobile health, health monitoring, wellness, personal care, therapy and healthy homes to health-conscious consumers around the world.

More information about the VC 150 and medisana’s full product range can be found at www.medisana.asia/au-en/.