

RELEASE: THE FOUNDER

The Consultant Who Rebuilt EMS: PEPPER Founder Emilia von Keyserlingk Takes a European Studio Workout Home

After years as a management consultant with no time to train, she built the wireless strength suit she couldn't find, and is now bringing it to the US

Emilia von Keyserlingk didn't set out to build fitness hardware. As a management consultant, she rarely had time to train. Electrical muscle stimulation (EMS), a 20-minute studio workout popular in Germany, finally gave her results she could fit into her week. Getting there was another story.

Each session meant a 30-minute commute for a 20-minute workout, in a glass-front studio, wired into cables and wearing someone else's suit that had to be sprayed wet before every session. The workout worked. The experience didn't.

Instead of opening another studio, she started over. The result is PEPPER, a dry, wireless EMS suit with an app that guides every session. Today PEPPER is used in 30 countries, has logged more than one million training minutes, and launched in the US in June 2026.



"I was the customer," said von Keyserlingk. "I knew strength training mattered, and I still kept skipping it because it took too much time and planning. EMS worked for me, but only if I could get to the studio. So I asked: what if the studio fit in a bag? You put on the suit, you press start, the app tells you what to do."

Built for the US from day one

PEPPER was always meant to be an American company. Von Keyserlingk used Europe, where EMS is already a familiar studio workout, as the proof of concept: a market to test the product, refine the experience and build a customer base while PEPPER went through the FDA clearance process. With clearance secured and 30 countries behind it, the company is now focused on scaling in the US.

"The US was always the goal," said von Keyserlingk. "It's the biggest fitness market in the world, and Americans already love training at home. Europe let us prove that people would actually use this, week after week. Now we're ready to grow where we always meant to be."

Building hardware as a female founder

Hardware and fitness tech founders are overwhelmingly male. Von Keyserlingk, who was profiled by Munich Startup in its Women in Tech series, built PEPPER from Munich. Her focus is the people traditional strength training leaves out: those short on time, those without a gym, and those who find the weight room intimidating.

"Only about a third of US adults strength train twice a week. That isn't a knowledge problem. Everyone has heard that muscle matters. It's a time and confidence problem, and that's something product design can solve."

What PEPPER does

The PEPPER suit has 20 dry electrodes and a wireless Powerbox that lasts up to 10 workouts per charge. During a guided bodyweight workout, the app activates each muscle group at the moment the move appears on screen, so simple moves like squats and lunges become full-body strength work. The suit is machine washable, and the PEPPER EMS Training System is FDA cleared.

Key facts

- Founded: 2021, Munich, Germany and launched in the US Launch in 2026
- Used in 30 countries; 1M+ training minutes completed
- US launch: June 2026, exclusively at peppermove.com/us
- Reviewed by WIRED, Men's Fitness, mindbodygreen and Gear Diary

Emilia von Keyserlingk is available for interviews and podcast appearances.

About PEPPER

PEPPER makes strength training simple enough to do at home. Its wireless suit uses electrical muscle stimulation (EMS), long offered in European fitness studios, to make each muscle group work harder during a guided 20-minute bodyweight workout. The electrodes work dry, so there's no wetting or cables, and the PEPPER app leads every session. Founded in Munich by Emilia von Keyserlingk, PEPPER is used in 30 countries and launched in the US in June 2026. The PEPPER EMS Training System is FDA cleared.

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