

RELEASE: MUNICH TO AMERICA



Germany's 20-Minute Studio Workout Comes Home: Munich-Based PEPPER Brings Wireless EMS to the US

Proven across 30 countries, the startup is testing whether Americans will swap the studio for a strength suit in the living room

In Germany, electrical muscle stimulation (EMS) has been a fitness studio staple for years: 20-minute strength sessions, a trainer, a suit wired to a machine. US studios are now catching on, with chains expanding and sessions running \$50 to \$100 each. PEPPER, a Munich-based startup, is betting the next step skips the studio entirely.

PEPPER's wireless suit puts the EMS workout in the living room. Twenty dry electrodes, no cables, and an app that guides every session. After growing to 30 countries and more than one million training minutes, PEPPER launched in the US in June 2026.

"EMS has a long track record in Europe. What was missing was an experience people could actually fit into their lives," said Emilia von Keyserlingk, founder of PEPPER. "The US is the biggest fitness market in the world, and Americans already love training at home. We think it's ready for strength training that doesn't need a bulky equipment."

FDA cleared for the US market

Before launching in the US, PEPPER took its EMS Training System through the FDA's 510(k) process. The system is FDA cleared for over-the-counter use to improve muscle performance in healthy adults. For American consumers, that means a home EMS device reviewed by the US regulator, not an imported gadget from an unregulated category.

“FDA clearance was non-negotiable for us,” said von Keyserlingk. “If you’re asking people to train with electrical impulses at home, they need to trust what they’re putting on. We used Europe to prove the product and went through the FDA process to do the US launch the right way.”

From studio to home

Studio EMS works, but it depends on a location, a trainer, wet suits and cables. PEPPER replaces all of that with a dry suit, a wireless Powerbox that lasts up to 10 workouts per charge, and 100+ coach-led workouts in the app. It delivers the benefits of a 60-minute strength session in 20 minutes, joint-friendly and anywhere.

The US opportunity

- Only about a third of US adults (32.9%) meet the muscle-strengthening guideline (CDC, National Health Interview Survey, 2024).
- Wearables have topped ACSM's fitness trend forecast for three years running.
- Millions of Americans on GLP-1 medications need to maintain muscle during weight loss.

Company facts

- Headquarters: Munich, Germany
- Markets: 30 countries; US launch June 2026
- Scale: 1M+ training minutes completed
- Regulatory: PEPPER EMS Training System is FDA cleared
- US pricing: \$1,395 suit, \$200/year app subscription, 30-day trial

Emilia von Keyserlingk is available for interviews on PEPPER's US expansion and the at-home EMS category.

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.

Media Contact

Paula Gillich

Marketing & Communications

PEPPER

251 Little Falls Drive

Wilmington, DE 19808

press@peppermove.com

www.peppermove.com/us