



# Magnetic personalities

Magnets are said to have health-restoring properties. Ashley Franklin met the mother and daughter team who have turned the alternative therapy into a successful business. Pictures by Ashley Franklin.

There's something very attractive about one new business in Derbyshire – if you'll pardon the pun.

Dee Parsons, with her daughter Debbie Shimadry, runs World of Magnets from her South Wingfield home, using magnets to solve health problems from back pain to insomnia.

Magnet therapy claims to ward off harmful electromagnetic radiation from modern day sources such as power lines, mobile phones, microwave towers, fluorescent lighting and computers.

As the pair's literature states: "this interference disrupts the body's natural magnetism. Using magnet therapy realigns the body's natural magnetism, returning it to normal".