

But the reason that magnet jewellery is taking off is that this therapy claims to do more than merely beat off those harmful waves, restore energy and counter stress. Magnets purport to successfully treat a remarkably wide variety of ailments, notably relief from joint pain, and muscle sprains, strains and sports injuries. They can also be used to treat skin conditions such as eczema and psoriasis, ease discomfort from constipation and irritable bowel syndrome, and tackle modern maladies like ME and RSI.

It may sound modern and faddish but it's actually been around since 2000 BC. Aristotle wrote of the therapeutic benefits of natural magnets and there's plenty of documentation in the annals of Chinese medicine. Cleopatra was said to have worn a magnet on her forehead. Contemporary advocates like Bill Clinton and his pal Anthony Hopkins wear theirs more discreetly on the wrist.

So how does magnet therapy work? "It's all about balance and energy flow," explains Debbie. "A human body is full of magnetism – every cell has a positive and negative ion. When we suffer pain, illness or injury, those ions get jumbled up. Wearing magnets puts those ions back in place."

"Magnets also stimulate the circulation, take the pressure off the heart and increase oxygen to the organs and tissues."

Dee and Debbie can cite numerous case studies and several clinical trials to support their claims. In fact, mother and daughter are case studies themselves, and that's precisely why they now promote the benefits of magnet therapy professionally.

Dee had long suffered with chronic osteoarthritis. She couldn't drive or go to work. As a nurse, she placed her faith in hospital treatment but nothing worked. Then, amidst her junk mail one morning, she read a leaflet about a 'comfort bracelet' – a pain-reliever in the form of a magnetic strap.

"When you've got chronic pain, you'll do anything to get rid of it," Dee points out. "It sounded a load of rubbish but there was a money-back guarantee, so I had nothing to lose. Within days, my pain had eased. Within weeks, I was pain-free. I couldn't believe it. Nor could my friends."

Nor could her daughter Debbie, until she, too, tried it: 13 years ago, she broke her back. It never healed properly and, because she too is a nurse, the injury was compounded by too much lifting. After one too many slipped discs and expensive osteopathy, her mum said suggested magnet therapy.

"As a nurse, I was conditioned to



believe only in traditional medicine," declares Debbie, "but magnet therapy worked for me. Now if I slip a disc, I don't have to wait a week for the pain to subside. It's gone within a day."

There were a few more nurses' backs eased once Dee decided to set up her own part-time business selling magnet therapy products back in January 2001. Two years on, greater public awareness and escalating 'word of mouth' brought Dee and Debbie to pack in the day jobs to run World of Magnets full time.

The company's high strength neodymium magnets are sold as simple elasticated straps (for every appendage from neck to foot) but also as attractive necklace and bracelet jewellery. There are also magnetic shoulder wraps (good for stress and spondylosis), insoles (cramps, leg ulcers), mattress covers (MS, fatigue), pillows (migraine, insomnia) and even magnetised water (any chronic complaint). They've also just launched a range of magnet products for animals, leading Debbie to point out that in America, magnet therapy is a 'first line' treatment for

racehorses.

In spite of this success, scepticism abounds, especially in the world of conventional medicine. "One doctor told me to stop talking nonsense," recalls Debbie; "another told me to get real, that I should know better, being a nurse. Most of them think magnet therapy is a placebo."

"The placebo effect only comes about if you are encouraged to believe in the medication," Dee points out, "but I know loads of people, like me, who tried magnet therapy without thinking it would work."

"My husband suffered with insomnia for years," reveals Debbie, "but he didn't believe in alternative medicine at all. Then one day he told me he'd been sleeping soundly for two weeks and couldn't understand why. 'Go and look in your pillow' I told him. I'd slipped a magnetic pillow in his pillowcase without him knowing...now tell me that's the placebo effect."

For World of Magnets, telephone 01773 831806. or [www.worldofmagnets.co.uk](http://www.worldofmagnets.co.uk)