

Magnetic therapy

- a force to be reckoned with?

By Fiona Carding

Mother and daughter team Dee Parsons and Debbie Shimaldy are a force to be reckoned with. In just three years the two former nurses have transformed a part-time passion into a flourishing family business, with a life and momentum of its own.

The World of Magnets began life in January 2001 when Dee stumbled across a leaflet advertising magnetic bracelets. Dee, who suffers from osteoarthritis, had recently been told nothing more could be done to alleviate her pain. With little to lose and everything to gain Dee placed an order and after just three weeks of using the bracelet she was pain-free for the first time in years.

Dee was converted but daughter Debbie was not so easily convinced. Her rational nursing mind came into play and she put the benefits Dee experienced down to the placebo effect. Determined to prove her point, Debbie decided to try it out for herself.

"I suffered with severe pain from an old spinal injury and had spent time off work on crutches," she explained. "I could no longer pick up my children and my doctor had advised me to stop working altogether. I was the ideal guinea pig."

Debbie chose a magnetic back belt and, ensuring she followed the instructions to the letter, sat back and waited for the results.

"I was astounded. Within two weeks the pain that had plagued me for years had completely disappeared. Friends and family, who had noticed the difference in us both, were clamouring to try it for themselves, so we commissioned a local company to make some healing magnets for us."

The World of Magnets was born and Debbie and Dee



1. Open ended bracelet £15
2. Fiji hypo-allergenic haematite bracelet £18
3. Water wand £15

converted a spare bedroom into a home office, initially slotting the work in-between nursing shifts.

"We found there was a lack of awareness about what magnetic therapy is," explained Debbie. "We gave a series of presentations to local support groups such as arthritis care and backcare organisations and the response was phenomenal."

"Magnetic therapy is a completely natural way to treat a wide variety of ailments in both humans and animals. It works well on its own or in conjunction with natural and conventional treatments. It is totally safe."

Debbie uses small high strength healing earth magnets contained within a range of straps, wraps, jewellery, insoles, mattress covers and pillows, designed to be placed as close to the point of pain as possible.

"Magnetic therapy works by increasing the blood flow and circulation," said Debbie. "This speeds up the healing process and relieves pain. As a result of this, inflammation in the body is reduced particularly around injuries. Excess fluid retained in the tissues is removed along with toxins, which are stored there. Magnets also stimulate the blood circulation and increase blood flow through the heart."

Magnetic therapy, however, is not a quick fix or cure-all. It can take up to four weeks to have an effect and each person reacts differently.

Debbie urges people to avoid cheap imitations: "Many magnets do not have the minimum required strength for healing purposes. If it is less than 1100 gauss the magnet will not have the power to penetrate the body."

It seems when it comes to magnetic therapy, like many things in life, the stronger the attraction the more powerful the effect. May the (magnetic) force be with you!

Case Study

Thirty year old Beverley King suffers from a debilitating condition called fibromyalgia. Beverley's symptoms include severe, continuous joint pain and terrible fatigue.

When Beverley first approached *The World of Magnets* her life had been utterly destroyed by the disease. Instead of enjoying life to the full Beverley was confined to her bed and had

been unable to work for over a year.

Desperate to get her life back, Beverley began using a magnetic mattress cover on her bed.

"After just one week Beverley felt strong enough to get out of bed," said Debbie. "After two weeks she was taking small walks and within a few months she felt sufficiently recovered to return to work."