

## FACT FILE on the BEMER

The BEMER Therapy device was developed under the auspices of Prof Dr W A Kafka (University of Munich) affiliated to the prestigious Max Planck Institute in Germany. Prof Kafka developed a breakthrough, internationally acclaimed and patented means of effectively applying pulsed electro magnetic field therapy in such a way that a non-invasive, gentle and holistic treatment became possible for the first time: BEMER therapy. The BEMER therapy is science-based and clinically proven in terms of consistent, high efficacy results and is explainable in terms of basic bio chemical processes.

BEMER is a special pulsed electro magnetic field therapy and is based on physics principles of the interaction of magnetic fields with electrically charged particles such as ions. Ion exchange and ion pumping determines the metabolism of any cell of any living organism, including vertebrates. A pulsed electro magnetic field with specific characteristics promotes the bio chemical processes pertaining to the individual cells which in turn causes secondary effects on the physiology of the organism, human or veterinarian, or indeed even plant life.

Although magnetic field therapy has been around for centuries, its effects on living organisms were not sufficiently understood and the claimed results, in case of medical applications, were inconsistent and inconclusive for many years. Hence not much serious attention was given to magnetic therapy in medical practice. That is, until the early sixties when, in preparation of US and Soviet space flight programs, the absence of gravity and the earth's magnetic field on the way to the moon promoted research into the significance of magnetic fields on human physiology. The presence of a magnetic field on earth-bound life or living organisms as we know it, is a basic requirement for life. In the last 40 years the beneficial effects of magnetic field therapy has made giant strides in medical science and has culminated in a scientific approach with repeatable, consistent results.

Although many papers with regard to electro magnetic field therapy have been published in International Medical Journals in the past 20 years and despite the remarkably high degree of efficacy this treatment offers in the case of chronic ailments and wound/fracture healing, main stream medicine has not generally included such therapy into the curriculum of medical schools, hospitals or medical practices.

Part of the explanation for this professional resistance lies in the fact that there are a multitude of scrupulous agents selling magnetic devices of diverse nature that come close to "good luck charms" in terms of efficacy. The presumed qualities of such devices are sometimes as difficult for the public and the medical professional to discern and they are written off as charlatany and often rightly so. Any new field of endeavour which is largely dominated by ignorance and at best sincere misunderstanding of scientific principles there will arise many products, devices and therapies that promise much but are scant on hard evidence. Unfortunately serious, scientifically based therapies with proper clinical studies often get lumped into the same category due to such preconceptions.

Another part of the explanation are professional scepticism and sometimes even arrogance to something new in their own field "which cannot be, because I haven't heard of it before" attitude. Often the "routine of the proven" supersedes any curiosity to try something new. It may even be safer and faster and hence more efficient for the medical practi-

tioner...but not necessarily more effective for the patient!

Similarly there is also a professional resistance due to the prevailing paradigm that anything not yet taught at medical school must be non-scientific. There are also bigger interests at stake when it comes to the perpetuation of chemical treatment when some other therapy may have better results. Treating symptoms is sometimes more lucrative than promoting healing!

The dominating contemporary medical training perspective has focused solely on surgery and pharmaceutical approaches and has simply not included magnetic therapy of any kind, despite the progress made in this field over the last decade or two. The ever increasing specialisation of medical practitioners (like in all other professional fields) pre-empts the preferred approach to a clinical problem with the mind-set of their training and experience. Although understandable, this approach also tends to ignore new developments.

There are two prevailing perspectives that Human Medical Science holds on the functioning of a human being:

1) the body is like a machine with components and parts that wear out, can be fixed and/or replaced by specialists >> Surgery (heart surgeons, orthopaedic surgeons, nose throat and ear specialists etc)

2) the body is like a complex chemical plant where a multitude of chemicals regulate all processes and interactions necessary for proper functioning. These processes can be aided or altered by means of adding, substituting and controlling the availability of critical substances in the body >> pharmaceutical products or medicines.

These two perspectives have their place and surgeons and pharmaceutical products do excellent work every single day all over the world. Sometimes however, there are easier, gentler therapies that are non-invasive and have no negative side-effects which could work better than conventional treatment or be best applied together with conventional medicine. But that would require an openness of thinking and an attempt to understand the underlying scientific principles involved. Indeed, the enormous complexity of any living organism requires a more integrated, holistic approach to medical science. The paradigmatic requirement is quite radical in that medical science must search for a new integrated diagnostic and treatment approach. What is called alternative or complimentary medicine must in fact give way to a new concept in the health industry: Emerging Medicine! Emerging Medicine being comprehensive, prophylactic, characterised by high efficacy, safe and affordable. Emerging Medicine will eventually consider magnetic treatments, homeopathic approaches, acupuncture, laser treatment, body stress release and a host of other methodologies in the professional health care industry. Not one of these diverse approaches has all the answers, however.

Concerning pulsed electro magnetic field therapy, there is a third perspective of a living organism which explains the efficacy of such treatment.

The third perspective is to consider the human body as an agglomeration of basic building blocks, of what we call cells, which are self-regulating yet networked and self-healing. There are about 100 000 000 000 000 cells in a human being, give or take several hundred

million, each one specialised for a specific task. Cells have specific functions depending on where in the body they are situated, i.e. muscle fibre, skin tissue, the bone marrow, the pancreas, nerve cells, T-cells of the immune system and many many more.

When all those cells do what they are meant to do wherever they happen to be, the body is capable of top performance, mentally and physically. The body is perfectly healthy! There is only ONE perfect state of health and that is when all cells work in unison and at their top or near top performance.

When cells cannot, for whatever reason, perform their specific function properly, we experience that state of affairs as localised pain, sickness or poor vitality and the body's overall performance is impaired.

If the localised group of non-performing cells is large enough it will determine the symptoms of that ailment. The dysfunction of a few 100 000 cells in a given area may not even be noticed, but a couple of million "unhappy" cells in the pancreas may result in diabetes. In another person the dysfunctional cells may be concentrated in the stomach, giving rise to ulcers due to excessive stress or in the cartilage of the knee getting more and more eroded resulting in arthritis. The place of weakness is likely a genetic predisposition and varies from person to person.

The cause for a cell being dysfunctional is almost always due to poor cell metabolism resulting in high acidity in the cell. This leads to detrimental physiological effects which is exacerbated by oxygen shortage in the tissue under consideration. Prolonged and persistent oxygen shortage for a cell means the cell goes into a death spiral, functioning ever more poorly and, after a few years of abuse, the total collapse of a complete function, say the insulin producing ability of the pancreas, can occur. The person is no longer able to perform at normal levels, vitality is sapped and chronic ailments set in. Usually the expenses for proper medical care also commence on a large scale round about at this time.

As all this often only happens in people beyond 50 years of age, it is accepted as an ageing problem. In reality it is a life-style problem! Poor breathing habits, lack of regular, sensible exercise, poor nutrition and dietary habits, high levels of daily stress and toxins in air and water all work against a proper oxygen supply to our life sustaining organs and tissues and the result is chronic disease. A twenty year old body can easily cope with the "abuse" but after a few decades of a poor life-style the damage to the body has been done. Now the body let's you feel the consequences of such a life-style with localised "break-downs", susceptibility to injuries and a weakened immune system. Arthritis, rheumatism, diabetes, circulatory problems, headaches, backache, poor regeneration from illness and injuries etc are typical physiological manifestations.

If there is a method of influencing or correcting for the daily abuse of our bodies and to increase our quality of life at all ages and in connection with a diverse spectrum of sicknesses and ailments, why not try it?

BEMER therapy is this method. Clinically proven and science/evidence-based the BEMER Therapy is the non plus ultra of magnetic field therapy.

Physiological effects of the BEMER:

- Improved cell oxygenation (O2 supply)
- Vastly improved macro- and micro circulation
- Improvement in blood's capacity of O2 transport
- Improved elasticity of blood vessels
- Rapid wound healing & regeneration
- Activation of the cellular metabolism
- Stimulation of nerve pulse transmission
- Improved removal of body poisons and toxins.
- General well-being and high degree of vitality, fitness and health.

The BEMER gives excellent results in,

- The treatment of persistent pain, depression and even hyperactive children
- Stimulation of wound and fracture healing; post-operative recovery
- Treatment of degenerative ailments of joints and the spine
- Treatment of fibromyalgia, rheumatism and arthritis
- Treatment of migraines, headaches, tinnitus
- Treatment of acute conditions as well as bacterial infections
- Fast regeneration after competitions and sport injuries
- Fast regeneration after exercise and used as pre-competition warm-up in sport
- In dental medicine the calming BEMER therapy is now used in the waiting room and subsequently to shorten healing processes and reducing pain.

The positive results of BEMER therapy are overwhelming and consistent. Results from user studies, clinical trials and valid anecdotal evidence provide a picture of almost unrivalled success. Success here implies that after a series of treatments, the person is either complaint-free or has indicated a significant improvement of his condition. Achieving success rates of 70% – 90% over a daily treatment period of between 4 and 52 weeks for a large diversity of chronic ailments that do not respond to conventional allopathic medical treatment is good news for everybody that suffers from such ailments. Wound healing, fracture healing and post-operative recovery takes place at between 40 and 60% faster than without BEMER treatment.

Of course there is more to BEMER Therapy and indeed to medical science than the few comments above. However, BEMER treatment is just as effective in the veterinary field and while people may possibly be influenced by clever argumentation, horses and cats and dogs are immune to such a line of reasoning. Yet the same success is in evidence.

The BEMER3000 has received many accolades internationally and has been introduced to the medical community in over 40 countries over the past 5 years. The BEMER3000 has been registered with the SA Department of Health, has been submitted to the Medicine Control Council (MCC) as a medical device and selected seminars and workshops about BEMER Therapy have been accredited for CPD points. (Continuous Professional Development for medical practitioners).

When further considering that BEMER treatment is non-invasive, has no negative side-ef-

fects and is safe and easy to apply, it is a no-brainer to at least try it out for yourself.

Whilst the BEMER therapy can be applied safely and without harm by any lay person, Innomed recommends that treatment for specific ailments and conditions other than general well-being and regeneration is always preceded by a medical examination and done in consultation with a BEMER – trained medical practitioner.

NOTE: Beware of copycat products that look similar, appear to be similar and may even be cheaper, but that have little or nothing to offer in terms of clinical studies, user studies and background research.

Anyone can make a product that produces a magnetic field, (there are hundreds of them) but only the BEMER contains the breakthrough and patented Prof Dr Kafka waveform which does make all the difference between hit-and-miss electro magnetic field therapy of yesterday and effective and modern consistent BEMER Therapy.

In that light, although a Model T Ford is also a car, it couldn't be compared to the latest 7-Series BMW in terms of performance and efficiency.

Invest in your health and improve your Quality of Life:

- a) Change your life-style and
- b) use the BEMER for enduring health, vitality and fitness.