



# Magnet Therapy: Healing or Hogwash?

## High Tech Magnets Score Big with Canadian Regulatory Agency!

In a recent ruling the Canadian International Trade Tribunal (CITT) approved the medical claims for the BIOflex® Concentric Circle Magnet: ***namely that it reduces pain, increases circulation and speeds healing.***

The CITT reviewed and accepted the testimony of expert witness, **Dr. Arthur A. Pilla, PhD**, Professor, Department of Orthopaedics and Director, Bioelectrochemistry Laboratory of Columbia University and Mount Sinai School of Medicine, New York, NY:..."Just as has been well established for Pulsed Electromagnetic Fields (PMF) proper magnetic field dosage is always necessary. For Static Magnetic Fields (SMF) this means the magnetic field must have the proper distribution and strength in the volume of tissue to be treated. For example, treatment of lower back pain requires that the magnetic field penetrate deep into tissue (at least 5 cm) in order to reach the inflamed area. Studies, in which adequate magnetic field dosage was not applied to the affected tissue, have typically reported no effect. In contrast, all studies using BIOflex® magnets which supply adequate magnetic field dosage significantly reduced musculoskeletal pain. I conclude by stating it is my professional opinion, based upon 35 years of study, that BIOflex® magnets apply sufficient magnetic field dosage for the reduction of musculoskeletal pain. An anatomical support or locator containing BIOflex® magnets represents an effective combination for pain relief."

- The CITT recognized and accepted as fact that the **BIOflex® Concentric Circle Magnet** constitutes the **"Essential, Active and Driving Element of the BIOflex® Products"**.
- In addition, **BIOflex® magnets** are registered **Medical Devices with Health Canada**. The CITT ruling significantly augments the credibility of this high tech product.

