

NEWS RELEASE

Australian magnet therapy manufacturer agrees with Choice Shonky Award for magnet therapy

Consumer watchdog Choice recently released its list of the shonkiest products and companies that it said are 'taking advantage of Australian consumers'. One of the 'winners' was magnet therapy.

However, James Hermans from Australian magnet therapy manufacturer Neuromagnetics Australia, who manufacture the Q Magnets range, agrees entirely with Choice! Mr Hermans points out that the two brands mentioned in the Shonkys use normal bipolar magnets in all of their products, which do not generate the type of magnetic field characteristics required to lessen the signals of pain through the nervous system.

The research is fairly unambiguous. The type of static magnet required to produce a significant physiological effect, are those that generate steep field gradients through the close interaction of alternating poles. The powerful rare earth neodymium magnets arranged in a Quadrapolar array are a stand out. I've always been really surprised at the claims made for other magnet therapy devices that use common bipolar magnets.

Sure more research needs to be done, but like any treatment, the question needs to be asked, does it work? The ultimate question however, is do the benefits outweigh the risks and justify the costs? The simplicity and low costs certainly sets a low bar in that respect. Like virtually all treatments using static magnets, it's simple, relatively inexpensive, is safe with negligible side-effects, requires no surgery or ongoing costs and avoids the side-effects of medication.

It's a pity that we will have been lumped in with these other manufacturers, despite the fact that our devices are completely different. You wouldn't expect the manufacturers of MRI (Magnetic Resonance Imaging) machines to use simple 'shop bought' type magnets, and so, on the same basis you shouldn't expect these types of magnets to have any true therapeutic effect compared to specially developed devices like Q Magnets."

Q Magnets instead each have at least four strong magnets in them which create the important steep field gradient referred to. Q Magnets efficacy is backed up with significant research and the magnets are used predominantly by health professionals around the world treating chronic pain and recovery from injury, as well as by many leading international sportspeople.

About Neuromagnetics Australia

Neuromagnetics Australia Pty Ltd is a world leader in the research, design and manufacture of static magnet medical devices that generate magnetic flux field gradients. Our signature product, Q magnets are patent pending and designed based on medical research and extensive clinical testing and feedback. For more information, including cases studies, academic research, technical specifications and usage guides, visit qmagnets.com.

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