

# PAIN ISSUES and how to solve them

## Pain Is An Epidemic

"We certainly cannot succeed as a culture by continuing to deny and ignore pain, as if we could silence it beneath a mountain of pills."

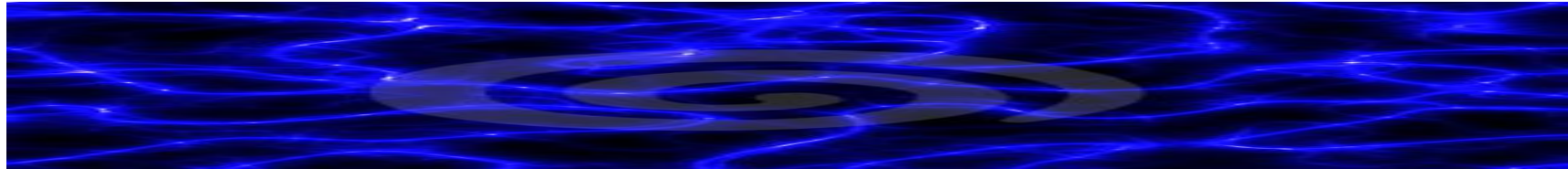
- Kathryn Weiner, PhD - Director - AMERICAN ACADEMY OF PAIN MANAGEMENT

Pain is a silent epidemic in the United States. An estimated 50 million Americans live with chronic pain caused by disease, disorder or accident. An additional 25 million people suffer acute pain resulting from surgery or accident.<sup>1</sup> Approximately two thirds of these individuals in pain have been living with this pain for more than five years.<sup>2</sup> The most common types of pain include arthritis, lower back, bone/joint pain, muscle pain and fibromyalgia.<sup>1</sup> The loss of productivity and daily activity due to pain is substantial. In a study done in 2000 it was reported that 36 million Americans missed work in the previous year due to pain and that 83 million indicated that pain affected their participation in various activities.<sup>3</sup>

People with chronic pain have difficulty finding doctors who can effectively treat their pain. The Chronic Pain in America: Roadblocks to Relief<sup>2</sup> study found that one out of four pain patients had changed doctors at least three times, reporting that the primary reason for change was that they still experienced pain. Other reasons given were that their pain was not taken seriously; that doctors were unwilling to treat pain aggressively; and that doctors lacked knowledge about how to treat pain.

The Pain in America: A Research Report<sup>3</sup> done in 2000 found that four out of five Americans believe that pain is a part of getting older, and approximately sixty four percent would see a doctor only if their pain became unbearable. Sixty percent of the respondents said that pain was just something that you have to live with. A surprising twenty eight percent indicated that they felt that there was no solution for their pain. In light of this information it is essential for us to help those in pain to understand that they need not suffer. There are many treatment options available for the management of pain, **none better than PEMF Therapy.**

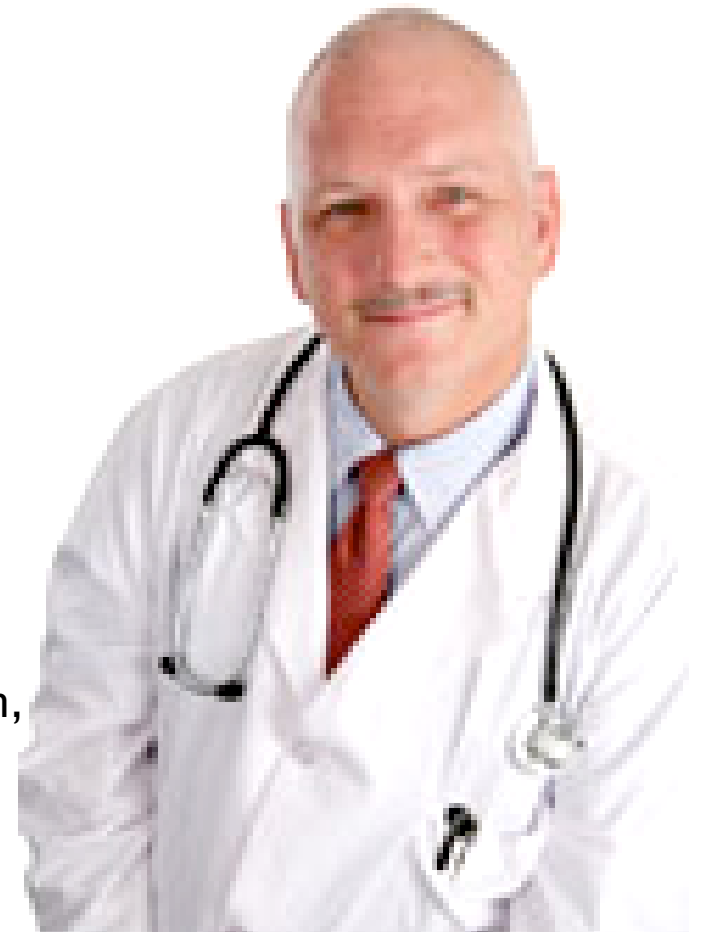
# What is PEMF Therapy?



- **PEMF** = Pulsed Electro-Magnetic Field
- Pulsed Electro-Magnetic Field (PEMF) Therapy, although considered Frontier Medicine in the United States, has been widely used around the world for decades.
- Regenerates damaged and diseased tissue, repairs torn tendons and fractured bones.
- Enhances the synthesis of protein in the cells, allowing the body to take advantage of all the protein available.
- Improves circulation by opening and dilating the arteries and capillaries. This also reduces edema.
- Increases the cellular level of oxygen absorption. NASA and US Army studies have shown that oxygen partial pressure can be increased by 200%. This reduces pain associated with lack of sufficient oxygen.
- Acts as a superb catalyst when utilized with any treatment including pharmaceuticals, alternative, or any other modality with faster and better lasting responses.
- Improves circulation - Increases oxygen levels - Energizes the cells - Electroporation "opens" cell receiving / allows detoxification - Relieves Pain - Reduces Swelling - Restores membrane potential - Improves cell hydration

# Why Choose PEMF Therapy

- **8 REASONS WHY PEMF IS THE PREFERRED CHOICE:**
- Used for over 50 years worldwide by millions of people and hundreds of medical centers
- Accepted in medical establishments in Europe for over 20 years
- Proven track record of success for treatment of numerous conditions
- FDA cleared for non-union bone healing since 1979
- Very safe and easy to use
- Non-invasive and fast acting
- Effective on conditions that formerly responded poorly or not at all to conventional medical treatments
- PEMF accelerates beneficial cellular communication, allowing treatment of an extensive list of ailments that involve skin, tendons, muscles, nerves, blood vessels, organs and glands



# Attract New Patients and Increase Revenues:



- Provide additional income streams: pain management, rehabilitation, wound care, skin and spine care, & much more.
- Many patients claim that the PEMF is what made the difference in accelerating their healing and getting them well
- Patient referrals for PEMF treatment are significant
- Many returning patients specifically request to have PEMF therapy due to rapid, pain free, sustainable results

# 6 Reasons Why Using PEMF Therapy Will Enhance Your Practice and Patient Results:

- **Numerous treatment capabilities** from PEMF Therapy include treatment of: arthritis, tendon and ligament problems, nerve root irritation, neck, shoulder and back pain, repetitive stress injuries, TMJ, plantar fasciitis, burns, wounds, skin conditions, acupuncture and trigger points & more. PEMF influence cell behavior by inducing electrical changes to occur to help control pain, reduce inflammation, and accelerate healing of damaged tissue.
- **Fast, efficient and painless treatment:** PEMF therapy is painless and gives great clinical results with a minimum time involvement. PEMF therapy will increase your patient compliance and satisfaction through efficient and highly effective treatment.
- **You will grow your practice** by providing additional proven pain management, injury and wound care rehabilitation to your existing patient base. Many patients have claimed that the PEMF is what made the difference in accelerating their healing and getting them well. You will find that many returning patients specifically request to have PEMF therapy.
- **You will attract new patients,** which will seek your care due to the need for therapeutic PEMF rehabilitation treatments. Referrals will come in from medical doctors, healthcare practitioners and coaches who know you use PEMF therapy.
- **Set your clinic apart from the competition** by providing the most modern form of therapeutic technology.
- **Increase profitability** of your practice through more treatment options & additional billable services.

# Benefits of PEMF



- Anti-inflammatory, reducing the enzymes that cause inflammation by up to 75%
- Analgesic-Pain Relieving
- Anti-edema, reduces swelling
- Repolarizes injured cells
- Improves circulation
- Increases immunity
- Normalizes nervous system
- Stimulates Endorphins, Dopamine & Serotonin, and increases the body's natural Healing Processes

# ATTRIBUTES of PEMF

1. Atomic excitement, stimulating the spin of the electron to store energy there that lasts for three days.
2. Molecules tend to align slightly with each magnetic pulse, making them easier to combine, especially when excited.
3. The pH goes a hundred times more alkaline, which allows better oxygen uptake, and suppresses some harmful entities.
4. The viscosity shifts on the order of 16 fold, allowing liquids to flow into cell gates, or lymph to thin and flow.
5. Red blood cells separate (probably all take a positive charge and repel each other) in minutes, allowing more surface area to transport oxygen.
6. There is an apparent relaxing of the vascular system within minutes of completing a session, which drops blood pressure by up to twenty percent 30 minutes after.
7. There is systemic response to the sessions as though the body's functions have been fine tuned, or turbo charged. Many different problems get better, often not the targeted problems only, but things not expected to get better. Wounds heal in one-third "normal" time.
8. Bone mending, the quality of calcium, is one-third normal time, and the skin of the bone seems to develop cells more like the DNA dictates.
9. Electroporation is the phenomena wherein the cells gates open to allow more passage of solvent (H<sub>2</sub>O) to dissolve toxins, or allow better delivery of a medicine or herbs.
10. The cell can change some of the sodium back to potassium, which is documented in a US Army study, and this reduces pain, often fading pain away in minutes.
11. The electromagnetic pulse is causing the person to generate tiny little micro currents, and the energy tends to run through the neural pathways. This seems to swamp the C fibers from accessing the neural gates which allow the pain signal to stream to the brain. Less signal, less pain perception.

# How Does PEMF Therapy Work?

- Reduces pain by causing the **production of natural pain killer endorphins**
- Reduces inflammation by **suppressing inflammatory enzymes** that create swelling, redness, pain, and heat
- Enhances the **release of anti-inflammatory enzymes**
- Enhances **lymphatic drainage**, which **increases circulation & speeds healing**
- **Releases tight muscles** (both smooth and striated) that create chronic pain, joint problems, and decreased mobility
- Speeds bone repair by **stimulating fibroblastic and osteoblastic proliferation**
- PEMF appears to be **antiviral, antifungal, and antiherpetic.**
  
- **FACT:** Osmosis (transfer) of essential nutrients cannot occur across the cellular membrane of a de-polarized (sick) cell. Consequently, delayed healing, chronic disease, scars, fatigue, and accelerated aging is observed! PEMF reenergizes (repolarizes) injured cell membranes and increases the mitochondria energy by 200%, which speeds and improves the healing process!

# Summary of PEMF:

## PEMF models to choose from:

- **PMT-1000D.** Our most popular professional desktop.

Price: \$20,000.00

Includes: • Three magnetic coil attachments • Carrying Case • Instruction and Protocols Manual • 5-yr. Replacement Warranty



- **PMT-1000P.** Our portable design.

Price: \$20,000.00

Includes: • Three magnetic coil attachments • Instruction and Protocols Manual • 5-yr. Replacement Warranty



- **PMT-1000A.** Our portable design for equine use.

Price: \$20,000.00

Includes: • One oversized magnetic coil attachment • Instruction and Protocols Manual • 5-yr. Replacement Warranty



**For more detailed information on these PEMF units: [www.pemf.us](http://www.pemf.us) or Call Toll Free 1-866-495-0581**

# PEMF therapy treats a variety of conditions:



- Arthritis
- Tendon and Ligament Inflammation
- Nerve root irritation
- Shoulder and back pain
- Repetitive Strain Injuries
- TMJ
- Plantar Fasciitis
- Burns
- Wounds
- Variety of Skin Conditions

# SUMMARY–OVERALL EFFECTS:

- REDUCES Pain, Swelling, Inflammation & Irritation
- STIMULATES Endorphins, Serotonin, and the body's natural Healing Processes
- EFFECTIVE treatment for:
  - Strains & Stress
  - Pain & Inflammation
  - Spasms & Knots
  - Bruises & Contusions
  - Blisters & Hematomas
  - Swelling & Tears

# For More PEMF Info, Visit:

“Since the experience of many industrialized nations with better standards of healthcare than ours indicates that citizenry can greatly benefit from the use of this universal force in the home, emergency room, intensive care unit, or wherever restoration of injured tissue, regardless of cause, experiences ischemia reperfusion injury that must be controlled, and then proceed to restoration. In my 25 year career as a clinician and investigator of this technology I have seen neither drug nor other technology that does both as well as electromagnetic pulsed therapy.” - Dr. Glen Gordon, MD, FACSM

Visit [www.pemf.us/info](http://www.pemf.us/info)

Call Toll Free 1-866-495-0581

**References:**

1. National Pain Survey, conducted for Ortho-McNeil Pharmaceutical, 1999.
2. Chronic Pain in America: Roadblocks to Relief, survey conducted for the American Pain Society, The American Academy of Pain Medicine and Janssen Pharmaceutica, 1999.
3. Pain in America: A Research Report, Survey conducted for Merck by the Gallup Organization, 2000.