



**NewMed**

# PEMF THERAPY EDUCATION GUIDE



**EXPERTS IN PEMF THERAPY DEVICES**

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“Stop treating your symptoms. Start healing your body! Safely. Better. At home.”

- Dr. William Pawluk, MD MS  
PEMF therapy guru

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## WHAT IS PEMF THERAPY?

Pulsed ElectroMagnetic Field (PEMF) therapy is a non-invasive, drug-free, pain-relief alternative, which can also encourage accelerated healing for injuries and ailments. By aiding the regeneration and energy output of the body's cells, PEMF therapy can also help to improve your body's overall performance, sleep and mental focus.

## HOW DOES PEMF THERAPY WORK?

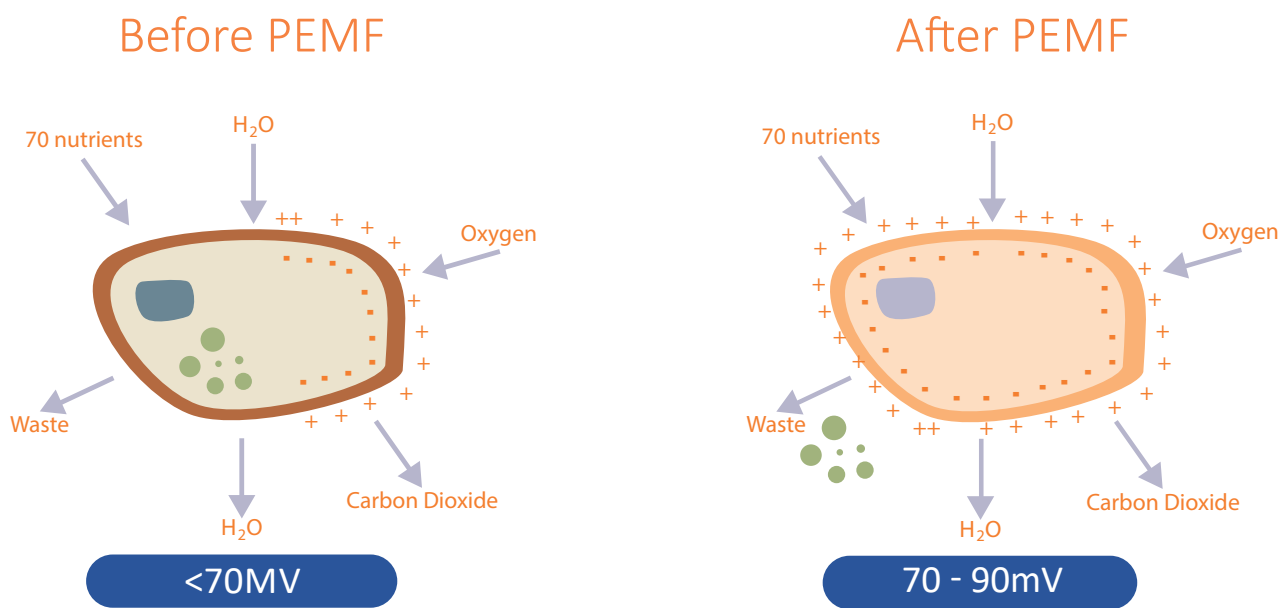
Nothing happens in the body without an electromagnetic exchange between cells; natural electromagnetic energy controls our chemistry. When this energy is disrupted (by something as small as a bruise to an injury, bad diet, or simply from getting older), our cells are impaired. When your cells aren't healthy, your body isn't healthy.

By introducing a complementary electromagnetic field into the body, you can re-establish healthy electromagnetic exchanges. This is why PEMFs are so valuable; they stimulate all levels of the body. The therapy is applied externally and fully penetrates the body, affecting individual cells, tissues, organs, and thus the entire body.

There are hundreds of peer-reviewed papers supporting the fact that electrical shock and electrical currents can induce significant acceleration of repair in bones and other tissues (tendon and ligament), but the problem has always come down to two factors; (1) Locating electrodes close enough to the tissues to be stimulated electrically, and (2) the fact that free electrical current follows a random path of least resistance.

PEMF therapy devices solve this by using magnetic fields as opposed to direct electrical fields, additionally covering a larger area of the body.

PEMF therapy devices maintain the electrical surface tension of each cell membrane in the body. By maintaining the cell membrane electrical surface tension, tissue, muscle and neuron cells maximize their productivity because nutrients are able to move readily and efficiently into the cell to remove waste. Additionally, by maintaining the cell membrane electrical surface tension, blood supply is improved and red blood cells are able to distribute more oxygen around the body, in turn boosting the immune system to stimulate quicker healing. On the whole, improved cell function promotes better performance for the entire body.



## WHAT IS A PEMF DEVICE AND HOW DOES IT WORK?

PEMF therapy is applied by running an electrical current through a copper coil, which creates a magnetic field. This has been integrated into many different styles of devices and the most commonly used and most effective is a full body therapy mat. You simply lay on the mat or place the applicator in the area you wish to treat and PEMFs will penetrate through the body targeting your cells, muscle tissue and bones.

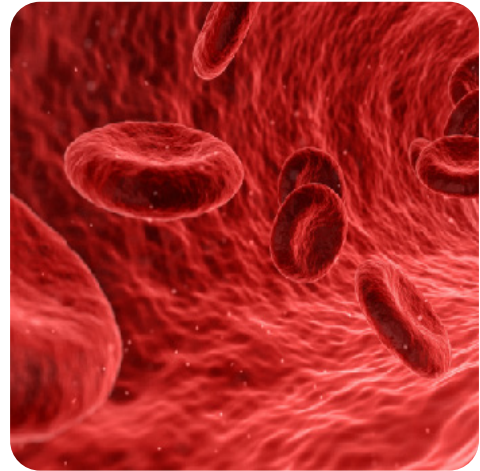
A majority of people do not feel anything when using the therapy, but some can experience mild adverse reactions. Magnetic therapies have such a wide array of actions within the body, so it is not uncommon to experience some discomfort, especially when starting treatment. Most of these reactions are mild and temporary. In individuals with electrical hypersensitivity and electromagnetic hypersensitivity, these reactions are more common and more uncomfortable.

Rarely does magnetic therapy have to be discontinued as a result. Most of the time, small adjustments in the treatments will resolve the issues.

## WHY DO I NEED TREATMENT AT A CELLULAR LEVEL?

Magnetic fields affect the charge of the cell membrane, which allows membrane channels to open up. These channels are like the doors and windows of a house. By opening cell channels, nutrients are better able to enter the cell, and waste is more easily removed from the cell. This helps to rebalance and restore optimum cell function. If you restore enough cells, they will work more efficiently. Cells of the same type come together to make tissues, and those tissues come together to make organs.

So, by restoring or maintaining cellular function, you will, in turn, restore or maintain organ function, allowing the entire body to function better.



## CAN ANYONE USE PEMFs?

The only time you would be advised NOT to use PEMF therapy is if you were to place the applicators over implanted electrical devices such as pacemakers, cochlear implants and intrathecal pumps. This is precaution to ensure that the magnetic fields do not interfere with the functioning of these devices. Other cautions include pregnancy, Epilepsy and any condition causing active bleeding. Beyond that, PEMF therapy is safe for everyone, everywhere. Applicators can even be placed over sensitive organs, such as the brain, over the eyes, prostate and, in fact, research has shown that placing the applicators over the heart can benefit congestive heart failure.

## WHY CHOOSE PEMF THERAPY?

As mentioned before, PEMF therapy is drug-free and non-invasive. It compliments other treatments and, along with a healthy diet and regular exercise, can help to speed up the healing process.

PEMF therapy is not just for helping improve conditions, it's also great for your overall wellness too, and a way to recharge your cells. PEMF therapy optimises organ function, improves blood circulation and increases oxygen distribution around the body. PEMFs also help the body with detoxification by opening cell channels and allowing toxins and nutrients to pass through easier.

## WHAT TYPES OF CONDITIONS CAN PEMF TREAT?

Magnetic fields are not condition specific because the cellular reaction occurs in every body. Therefore PEMF therapy can be used to help with a number of conditions. Clinical studies have shown that PEMFs can:

- Decrease inflammation
- Increase circulation
- Enhance muscle function
- Speed up bone healing
- Reduce the effects of stress
- Improve blood oxygenation, and much more...

The PEMF therapy devices that we offer have a wide range of applicators and can help with a variety of disorders, conditions or injuries. Speak to someone at NewMed today to find out how PEMF therapy can help with your specific requirements.

### FOR PAIN

If you are living with constant pain you may have already tried many forms of therapy, failing that you may have to try and mask you pain with pain killers and organise your daily plan around your pain. The cycle is practised for such a long time that the body can build-up resistance There can be other consequences of long-term pain medication such as stomach problems and internal bleeding. PEMFs can speed up the healing process, relieving you of your pain and enabling you to move more freely. You should always consult your doctor before altering any medication.

### FOR MENTAL FOCUS

PEMF therapy has programs that induce alpha state in which the mind is awakened, yet relaxed, and ready to learn while retaining much more without constant reviewing. Another program can induce beta brain waves in which the ability for problem solving, data processing, and multitasking is increased, enabling you to have focused control, avoid distraction, and be extremely productive.



## FOR SLEEP MANAGEMENT

At NewMed, we have received a lot of feedback on how PEMF therapy has improved people's sleep. This is because PEMF therapy helps to improve sleep by relaxing both the body and the mind, along with facilitating the release of two hormones, Human Growth Hormone (HGH) and Melatonin.

PEMFs specifically stimulate the production of Melatonin in the pineal gland; one of the most important hormones for sleep and anti-aging, making PEMFs useful for deep relaxation, help with falling asleep and maintaining sleep throughout the night.



It is important you deal with any sleep issues and ensure that you have a good quality sleep, as sleep is what rejuvenates and heals the body, giving you more energy during the day.

## FOR STRESS REDUCTION

Research as shown that the daily use of PEMF therapy alters stress responses in the body by acting directly on key related components, including the nervous and endocrine systems, together with the organs and cells of our body. It can also help the body become less reactive to prolonged episodes of stress. In 2011, the FDA approved transcranial PEMF for the treatment of severe, drug resistant depression.

## FOR INJURY. RECOVERY AND HEALING

Prepare, perform and recover with PEMF therapy; regular PEMF therapy enables muscles to work harder, for longer, and recover more quickly. It stimulates the process of energy production in muscles and can help cells increase their energy by up to 500%.

PEMF therapy is also a gentle way to stimulate the production of heat stress proteins before exercise, which prevent cell breakdown and wear and tear, as well as helping to speed up recovery from injury.

Research shows that PEMF therapy increases the uptake of oxygen into muscle by at least 1% enough to significantly enhance performance and endurance. It also increases circulation by stimulating blood vessel growth, further helping tissues to get the nutrition they need, whilst expelling the waste they produce.



For the competitive athlete, this means more effective training and reduced recovery time between training. For the casual exerciser, this means less soreness the day after activity. For everyone, it means creating a healthier environment within the body, which is an environment less likely to succumb to injury.

## WHAT MATTERS MOST? INTENSITY, FREQUENCY OR WAVEFORM?

There is so much information available that when researching PEMF therapy, it's easy to get caught up in intensities, frequencies, and waveforms, but we find that it is how often you use the therapy which matters the most.

Finding a device you know how to use daily is more important than anything else. A common concern is that you might be using the "wrong" setting but this isn't possible.

There are of course recommendations we can give to help you along, but there is no such thing as a bad PEMF therapy session!

## WHAT IS FREQUENCY?

PEMF frequencies are 'how often per second' the magnetic field cycles and the majority of PEMF therapy devices for home-use have frequencies between 1-1000 Hz.

The frequencies for pre-set programs on PEMF devices are usually selected to duplicate the ones used in clinical studies and research into PEMFs.

## WHAT IS A WAVEFORM?

A waveform is the shape of the signal, a PEMF device emits a pulsed electromagnetic field and this signal can have many different shapes such as square or saw tooth.

Many different waveforms have been used in thousands of clinical studies into PEMFs, so there is no truly exact waveform that can be duplicated and even the famous NASA square waveform has been changed many times.



## WHAT IS INTENSITY?

Intensity or Power (often measured in Gauss) is the maximum strength of the Magnetic Field a PEMF device is capable of. Most devices for home use could be split into low, medium or high intensity devices.

Intensity should not be confused with frequency; frequencies (measured in Hz) are adjustable on all PEMF devices but the intensity is the maximum strength of the magnetic field that the device can produce - it cannot be changed as it is built into the device.

Both high and low intensity devices are effective, however there is a noticeable difference between the effects of using low or high intensity PEMF devices. Some areas of concern within the body may not change without the use of a higher intensity PEMF device which can induce a greater charge to the tissue in some instances, yield faster results. We don't usually recommend devices lower than 1 gauss, due to the small treatment range, which may not be as therapeutically beneficial to the end user.

## WHICH PEMF DEVICE IS RIGHT FOR ME?

At NewMed, we offer many PEMF therapy options to suit a wide range of needs and budgets. There is no set rule for specific devices and conditions but by using our experience, client feedback, and knowledge from previous studies, we can recommend what we feel is best for you.

## DO I NEED A PEMF THERAPY DEVICE THAT WILL TREAT MY WHOLE-BODY OR ONE THAT WILL TREAT PART OF MY BODY?

A full body PEMF therapy device will be most efficient for treating multiple areas and a localised device would be for a specific area of the body needing attention, such as a hip or shoulder, but intensity needs to be considered with these devices.

[1] One study found that in general, specific conditions such as arthritis are better treated with a higher intensity full body system.



Everybody needs health maintenance, just like our cars need services and MOTs, and a full body PEMF system, used daily, should be considered for this. Many people decide to combine a lower intensity whole body PEMF system with a portable battery operated system for localised needs, allowing freedom of movement. This will give the added benefits of better circulation, sleep and deeper penetration of specific areas when required.

## WHERE CAN PEMF BE USED?

PEMF therapy sessions can take place anywhere you like; you can use it whilst watching TV, in bed, reading and so on. Most systems will not interfere with electronic devices so you can use your phone whilst receiving the therapy!

Applicators should be located as close to the body as possible. Using PEMF over clothes makes no difference to using it directly on the skin, so you can keep your clothes on when using it! To get the most benefit it is important to use your PEMF therapy device correctly, as outlined in the manufacturer's protocols.



## HOW QUICKLY WILL I SEE RESULTS?



The body takes time to heal, everybody is different and many people experience amazing results within the first week or two of using PEMF therapy and others achieve results more slowly. It depends on a few factors, some may experience improvements faster than others.

Managing expectations is important, and there are many factors that can affect results including diet, mind-set and the degree of the problems within the body. When people start using PEMF therapy the first thing they notice is that they sleep better and feel more relaxed.

For best results it is important to be consistent with the therapy and to try and apply it as soon as possible after a problem occurs. Daily use of PEMF therapy is preferable, to keep up with the frequency of treatments the body needs to continue to maintain relief and hopefully not need the pain relieving treatments at all, and in that case PEMF therapy can be used for health maintenance, or if another problem occurs.



## TENS VS PEMF

TENS is the act of passing a small electrical impulses through the muscle to encourage a response. The electrical impulses can block or reduce the pain signals going to the spinal cord and brain, which can help reduce or relieve pain or muscle spasm. The electric currents can also stimulate the production of endorphins, which are the body's natural painkillers. PEMF therapy is a different concept entirely. It involves creating a magnetic field, either that of the earth's natural magnetic field or stronger, more intensified, forms of magnetic fields and applying it to the whole body or a targeted area.

These magnetic fields are able to penetrate through the body without pain or invasive methods. Like TENS, PEMF therapy can block pain signals from travelling around the body but it can also encourage the body's natural ability to heal itself rather than just blocking the pain signals.

Over time, the therapy can aid in the body's ability to heal the source of the pain rather than just mask it like painkillers, PEMF therapy also encourages better circulation and cell regeneration.

TENS	PEMF THERAPY
Electrical impulses	Varied strength magnetic fields
Temporary pain relief through body's natural pain killers (endorphins)	Encourages the body to heal at the source of the pain, therefore fixing the problem rather than masking it temporarily
Non-invasive but can cause muscles to convulse and cause a tingling sensation	Non-invasive and completely pain free; there is no sensation on low intensity PEMF systems

## STATIC VS PEMF

By the words "static magnet", we are referring to those you may find on your fridge that are commonly referred to as having therapeutic benefits when worn in the form of bracelets, necklaces and also incorporated into household items including mattresses. Even though the word magnet is used in PEMF, it's important not to get these two types of technology mixed up.

It is a common misunderstanding to assume that Pulsed ElectroMagnetic Field (PEMF) therapy systems are related to static magnets that we are accustomed to - refrigerator magnets or magnetic bracelets, for example.

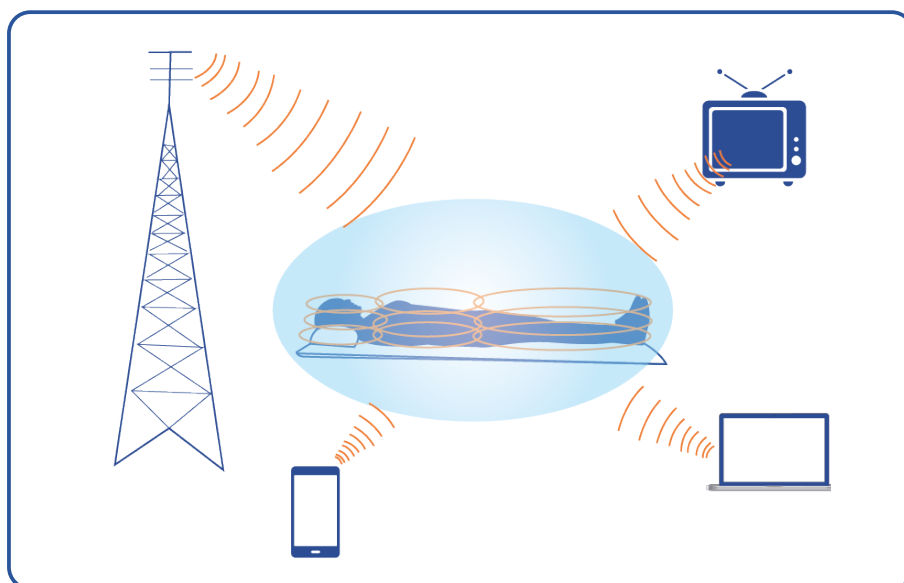
A static magnet has a set magnetic field - it is unchanging. A PEMF requires no physical static magnets. Instead, a magnetic field is produced by way of passing electricity through a set of winding copper coils inside the applicator (a mat, in many cases). This creates a much larger and entirely dynamic magnetic field.

A magnetic field can generate a current in any conductive material, such as nerves or other body tissues within it's field. The electromagnetically-induced field accomplishes the result of transferring charge to cells of the body. The induced current can lead to nerve firing, muscle contraction, stimulation of cell signal pathways causing cell growth, and a number of other effects. The current generated by PEMF mimics normal internally-generated electrical currents.

## EMF VS PEMF

One of the most common concerns for people researching PEMF therapy is associated with the effects of other EMFs in the environment and the so-called 'electro-smog' they create.

Types of EMFs that are associated with harmful effects have significantly higher frequencies and shorter wavelengths than therapeutic PEMFs. Most therapeutic PEMF systems have pulsed rates or frequencies in the Extremely Low Frequency (ELF) to Very Low Frequency (VLF) range on the electromagnetic spectrum, these frequencies (below 10,000 Hz) do not induce damaging heating actions. In comparison to a low-end microwave range frequency would be about 100,000,000 Hz.



## CONTRAINDICATIONS

If you have any specific medical concerns we recommend in the first instance to speak to your GP. We are fully trained on the products we offer however we are not medically trained and have no understanding of your medical history. We suggest checking with us for a full list of contraindications for specific PEMF devices.

## STUDIES AND EVIDENCE

PEMF therapy is already recognised by UK and US health organisations. It is widely used to improve health and enhance performance of people and animals around the world.

We stock PEMF devices registered to class IIA registrations and these are to be used alone or as an adjunctive therapy for improved healing of existing conditions, reducing inflammation and as an additional therapy in treating osteoarticular conditions ie arthritis.

There are thousands of studies available using PEMF therapy to show the benefits and to prove how Pulsed ElectroMagnetic Field therapy can help with specific conditions.



Checkout our  
YouTube channel for  
some great videos  
about PEMF!  
[@newmedltd](#)

# HOW TO GET THE MAXIMUM BENEFITS WITH PEMF THERAPY

When investing in a PEMF therapy device, it is important to know that there are various ways you can complement and improve your therapy.

Exercise, a diet rich in magnesium, and staying hydrated are some of the best ways to ensure you get the best out of your PEMF therapy sessions.

## MAGNESIUM

The effects of magnetic therapy happen because of how it acts on ions (including magnesium) in the body. It is for this reason that having the correct levels of magnesium in the body is vital for PEMF therapy to be effective. You can increase your magnesium intake through supplements, green leafy vegetables or whole grains.



## STAY HYDRATED

Energy transfers more easily when the body is well hydrated and this makes drinking plenty of water an important part of PEMF therapy.



## A HEALTHY DIET

PEMFs have many applications that cannot counteract the negative effects on your health from an unhealthy diet or lack of physical exercise.

The NHS guidelines suggest that fruit and vegetables make up at least a third of the food we eat.



## EXERCISE

Some form of daily physical activity is an important part of a healthy lifestyle.

The NHS recommend at least 150 minutes of moderate aerobic activity such as cycling or walking, every week.



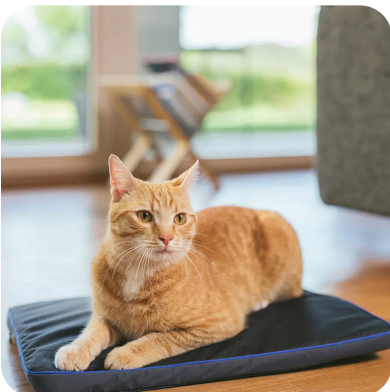
## PEMF FOR ANIMALS

Animals are more sensitive to PEMF therapy and respond much quicker to it because of their accelerated metabolism. Like humans, animals can also benefit from lifetime health maintenance. PEMFs can also help animals to heal quickly after surgery, injury or any other ailments, such as arthritis. It is for this reason that an increasing number of veterinarians are using both static and electromagnetic fields in their practises. It is also the case that pets, such as cats and dogs, gravitate towards the magnetic fields used by their human owners. It is not uncommon for us to hear that our customer's pet came to sit with them while they were using their PEMF device.



"Since introducing PEMF therapy to the kennels, I have noticed that the rescue dogs I care for have been recovering quicker than usual. They arrive at the kennels with aches, pains or injuries, so being able to give them PEMF has been a real benefit for the dogs and my business as they can be re-homed quicker."

*Kelly Smith, owner of Karebear Kennels, Kent.*





## WHAT OUR CUSTOMERS SAY

Customer reviews are important to us at NewMed. We take pleasure from reading our customer reviews, and knowing that our customers are happy with our services. We take all feedback on-board to try and better our customer experience.

Below are some reviews to give you an insight into what our customers have to say about their own experience with PEMF therapy.

If you would like to read reviews about specific treatments, or conditions, please contact us.

"I suffer with fibromyalgia and arthritis and I am in constant pain because of this. I felt that my life was being controlled by my pain and that my quality of life was being compromised. The mat and its therapy has lessened my pain and made my life much easier. Before the pain would restrict me and limit me but now I am leading almost a normal life and feel if I carry on with the therapy, things can only get better."

**Tracie, Arthritis & Fibromyalgia sufferer using PEMF to ease the pain.**

"After a friend's recommendation, I decided to use the FlexPulse after having my second child via C-section. Having a toddler and a new born at home, I wanted to heal quickly to ensure that I could enjoy my time with my sons. I started using it just 2 days after giving birth and continued to use the FlexPulse for a further month. I felt that I recovered quite quickly and after only 6 days even the midwives commented at how well my scar was healing. I would definitely recommend this product to anyone that would like to help their natural healing process. I feel that using this device, gave me better quality time with my young family.

**Gemma, used PEMF after a Caesarean to speed up the recovery process.**

"The mat seemed to be making a positive difference, especially as I was sleeping better. I am feeling stronger in my back and legs. The treatment is somewhat tiring but has positive outcomes and it has helped me overcome my sleeping problems."

**Simon, MS sufferer using PEMF therapy.**



"I had never tried anything like the OMI before, but decided to give it a go to see if it would help the stiffness and pain in my neck and shoulder. I had been experiencing quite a lot of stiffness in my shoulder and neck and I found it hard to move my arm and my head, that was until I used the OMI PEMF therapy. It was very easy to use and I could use it whilst at work or at home. I used it for 30 minutes around my shoulder to start off with and straight away I could feel the pain easing, so I thought I would then try it around my neck for 30 minutes and it was very comfortable and again I could feel my neck relaxing and the stiffness was easing. The OMI is very easy to use and I found it to be very beneficial in speeding up my pain relief. I would recommend this to anyone who is suffering with pain or discomfort."



**Francesca, uses PEMF therapy to reduce her neck and shoulder pain.**

"Early days but I have definitely noticed a positive change which have not experience from multiple other healing modalities. To list a few; Corticosteroid injections, Tens machine, Chiropractor/ Osteopathy. I appreciate this therapy is not cheap! But hands down, I think it is a sound investment. To say the least! The NewMed team are also extremely helpful and provide a contact number for any technical queries. There is so much exciting research online and YouTube videos ref PEMF for health. Don't just take my word for it take a look for yourself and see how it has impacted some positive changes on many others."

**Lynda, uses PEMF to ease her back pain.**

"I was diagnosed with RA 10 years ago but I used natural protocol to deal with the inflammation. However, I still had terrible migraines and a low neutrophil count which made me prone to infections. Since using the therapy these have now gone and my health has improved a lot overall and I have better quality of sleep. My blood pressure used to be quite low, 100/65 and the last time I had it checked it is now text book perfect 120/80. Since using the therapy I have more energy and have experience all these health benefits and I have only been using it for a total of 2 months."

**Mariah, Rheumatoid Arthritis sufferer using PEMF to ease the pain.**

"I am very happy with my FlexPulse. After 3 months I am free from pain - I used to take 6 or 8 paracetamol a day but now ii haven't used any for 3 months. I think it has stabilised the muscles in my calves as both legs are the same size now, not one being an inch bigger than the other. I still walk with 2 crutches for fear of falling but this is because I need a knee operation. The reason I couldn't get the knee op is because I have IBM muscles wasting."

**Les, suffers from IBM muscle wasting.**

"I was born with bilateral dislocation of the hip. I had several intense surgeries to correct the problem; this meant I didn't walk until I was around 4 years old. The excruciating pain led me to try the soft tissue massage and some physiotherapy. I was impressed with the results, but despite being able to relax a little more the pain and negative impact on my quality of life continued. I would have good days and bad days but every day I would take a cocktail of strong medication which of course causes their own issues.

I used the mat first thing in the morning and then at night I put the mat on my bed and tried to relax. I initially used the programme at night and once the cycle had finished I was so drowsy. It was a strange feeling, but for the first time in months I slept like a baby.

By the end of the first week, I had more energy. I could cope with a full day at work and instead of the needing to go to bed as soon as I got home I could cook dinner, do some housework and more importantly walk the dog. The pain had reduced dramatically and I had even been able to reduce my medication intake by 50%. It sounds odd but I could actually feel my body beginning to work properly.

My contact at NewMed has been so helpful throughout the trial, answering all of the many questions I had. I am enjoying my new lease of life being more active and eventually I hope to be completely pain free."



**Becci, Fibromyalgia sufferer who uses PEMF to help her with the pain.**



## WHY BUY FROM NEWMED?

NewMed is the UK's one-stop shop for Pulsed Electromagnetic Field (PEMF) therapy. We understand that there will never be one PEMF device that suits all, that's why we have searched the globe to provide a wide range of PEMF devices.

We are an award-winning, family-run business which was founded in 2014 by Andy Smith. His PEMF journey began after falling ill and needing surgery. Andy suffered from the side effects of surgery and pain medication, so PEMF therapy was recommended for his recovery. This is when he knew that PEMF therapy was needed in the UK, and so NewMed began.

It is our mission to promote the benefits of PEMFs through an independent and unbiased opinion, and we aim to continue to grow by increasing the knowledge of PEMF therapy across the UK.



"Superb company to deal with and customer service is second to none. If you are after a good quality product and service I cannot recommend them enough"

*Michael H - NewMed customer*

All our PEMF devices are available to buy on our website or over the telephone. Our sales support are also available on our online chat via our website.

## NEWMED EDUCATION HUB



Using our many years experience working with PEMF therapy, we have created our own education hub to provide both online-based and practical education for PEMF therapy.

You can start your PEMF journey with our level one course '*PEMF for beginners*'

## THE PEMF PODCAST

Discover more about PEMFs by listening to '**The PEMF Podcast**' over on Spotify!

You can expect to hear honest reviews about PEMF therapy devices, as well as the experiences of those using PEMF therapy in a professional setting and those using it at home.





## FILL OUT THIS FORM & RETURN FOR A TAILORED PEMF DEVICE RECOMMENDATION

What are you looking to use PEMF for? (Please Circle)

Health Condition  
Wellbeing  
Sleep  
Other

Please provide more detail if possible:

Would you intend to travel with your PEMF device?

Have you tried PEMF before? If so what device did you use?

Contact Details:

Name:

Phone Number:

Email:

Age:

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Please return this form via email to [info@newmedltd.co.uk](mailto:info@newmedltd.co.uk) or post to:

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Please fill out form on flipside



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References:

[1] Tommaso Lannitti et al, Pulsed electromagnetic field therapy for management of osteoarthritis, Department of Physiology, Uni of Kentucky Medical Centre, 2013

Dr Pawluk Website & books 'Power Tools for Health' & 'Supercharge your health with PEMF therapy'



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