



[MAGNET THERAPY INTERVIEW](#)

with [Matthew Greene, J.D., CEO of ITEM](#)

Interview by Alli Rainey, a prominent journalist and free-lance writer who has written for several national magazines, including Rocky Mountain Sports, Men's Fitness, Cat Fancy, and others. She also writes a weekly column for the Colorado Daily.

Alli Rainey (AR): How did you get involved in magnet therapy, and what were you doing before that?

Matthew Greene (MG): For as long as I remember, I have always been a science hobbyist. I love to know how things work, and not rely on popular conceptions or the simplistic statements of purported experts. This interest eventually led me to law school, because I wanted to learn how government, law and politics works, as a mechanism.

My critical and exploratory nature also led me to explore bioenergy sciences and energy medicine, because they are such overwhelmingly popular fields, but there is so little objective factual information available. I found that the strict application of technical sciences and pure logic revealed that many practices in energy medicine do work, and have a strong scientific basis, even though the proponents of certain practices may lack the education or experience to properly explain why the things they believe in work. I also found that some energy medicine practices which people believe in do not work. It is entirely a technical question.

Similarly, I never really believed in magnet therapy. But after 5 years of studying and developing bioenergy technologies at ITEM, I learned enough about electromagnetism to understand the technical factors that determine whether a particular magnet can heal. I also learned that magnets can be very powerful tools for health.

AR: When, where and why was ITEM formed, and who were the principle founders?

MG: I created ITEM in 1993 when I was in law school, together with my good friend Sean Furjanic, who is now our President. Although there are lots of organizations created to promote or advocate for various practices or products in alternative health, we felt that there were too few organizations in this field providing objective, detailed scientific information to the public. So in the small town of Carlisle, Pennsylvania, we created ITEM as the vehicle for fulfilling our high expectations and ideals of what energy medicine can become.

AR: How does ITEM explain the efficiency of magnet therapy?

MG: There are basically two main mechanisms by which therapeutic magnets can heal. Pain is essentially electrical signals traveling along a path of nerve cells, by depolarizing the natural charge of those cells. Therapeutic magnets repolarize the cells, and make them resistant to depolarization, which effectively blocks the pain signals. Magnetic fields also cause blood vessels to dilate, increasing blood circulation. This removes toxins that contribute to inflammation and pain, and increases the delivery of natural healing agents and nutrients in the blood.

AR: How much do magnets generally cost?

MG: Basic household type magnets cannot be used for magnet therapy, because to be effective, a healing magnet must be specially designed and custom manufactured. As a result, they are not as inexpensive as you might think. Simple therapeutic magnets usually sell for between \$40 and \$60. Devices which contain magnets, such as pads and sleeves or massage rollers, usually sell for between \$75 and \$150. The patented [Biocorrector magnet](#) offered by ITEM, which comes with attachments for full magnetic therapy on acupuncture points, sells for \$80 - \$120 in Europe, but we offer it for only \$55.25.

AR: Do people need to see a professional about magnets, or is it just as beneficial for them to try them on their own?

MG: Since magnet therapy is generally safe and natural (except perhaps for the use of high-Gauss magnets), there is no harm in trying them out on your own. But if you have a serious illness, even safe and natural influences can have effects that may complicate an illness. Only in such an unusual situation, you would want to consult with a doctor about any possible complications that could be caused by a magnetic field. Generally, this is only a factor for high-powered magnets, because low intensity magnets do not have a strong enough magnetic field to directly affect the physical body, although they are strong enough to improve health and well being in many ways.

AR: Is there a particular type or strength of magnet that has proven most effective?

MG: Most marketing of magnets is based upon the strength of the magnet, considering only penetration into the body. The magnet strength most commonly used in magnet therapy is 300 Gauss. The type of magnet, however, is much more important. The high strength magnets prevalently marketed today do not allow any control over what polarity is being used to heal. With deep penetrating magnets, if a person has nerves or organs that are over-stimulated, for example, magnets which deliver only positive polarity may actually aggravate the health problem. For this reason, lower intensity magnets can actually be much safer to use, and based upon homeopathic and electromagnetic principles, they are just as effective.

ITEM's research found that the best type of magnet is actually small, low-strength magnets, because they can be applied to acupuncture points for greater effectiveness and accuracy than penetration can provide. Also, they may be safer for long-term use. For serious magnet therapy, it is also essential to be able to choose and control which polarity is being used. For example, if you suffer from fatigue, or need to stimulate the immune system, you should be able to use only the active polarity. If you have an inflammation, or suffer from nervousness, you should be able to use only the receptive polarity. Therefore, the ideal healing magnet would allow you to choose which polarity to use, and would have extensions for delivering each polarity to specific acupuncture points. The triple patented Biocorrector selected by ITEM is the first magnet therapy product that is technically correct according to all of these criteria, so we chose to make it available to consumers in the US.

AR: Why does ITEM include a disclaimer on its website regarding the effects magnets will have on the body?

MG: I'm really glad you asked that. This is because under the Federal Food, Drug and Cosmetic Act, anything which is "intended to affect the structure or function of the body" is classified as a "medical device." In order for a medical device to be approved by the US Food and Drug Administration, or FDA, it must have over 3 million dollars in government testing. For natural therapies, the alternative health industry does not have budgets of millions of dollars for FDA approval, because they don't have the extra profit margins of prescription drug monopolies, and hospitals don't spend hundreds of thousands of dollars on bioenergy devices. As a result, they can never be approved, no matter how beneficial or scientifically sound those natural healing methods may be.

In fact, the magnetic Biocorrectors that ITEM offers are approved by the Russian Federation Ministry of Health, and proven to be safe and effective for promoting health. But the FDA is very aggressive

about trying to put small alternative health companies out of business, so we use this legal disclaimer so that FDA agents can see that we do not make any unlawful claims, and that the magnets which we recommend are not medical devices, but merely natural and safe tools for improving health.

AR: For what types of pain does ITEM recommend magnets?

MG: A lot of companies selling simple magnets make very elaborate claims that they relieve very specific types of pain from specific illnesses, like arthritis, tendonitis, osteochondrosis, migraines, and so forth. Although there is a lot of clinical research that supports these claims, the FDA prohibits companies from recommending alternative health products for specific illnesses or injuries. While lawyers argue that this is an unconstitutional prior restraint on truthful free speech, the law is still enforced. For this reason, ITEM does not recommend magnets for specific types of pain. We believe there is enough literature available in the alternative health section of major bookstores for the consumer to find the information they need. Once you have found a quality magnet product, you will quickly discover that its natural effects can relieve almost any kind of pain.

AR: Have you or someone close to you ever used magnets to treat pain? If so, what were the results?

MG: Well, athletes swear by the healing power of magnets for sore muscles and sports injuries, but I am not an athletic person at all, and don't have arthritis or anything, so I don't have the kinds of pain which magnets are usually used for. But as lawyers, my wife and I constantly work on computers, talk on the phone, carry heavy piles of books and lean over spreads of documents, all for at least 16 hours per day. So we constantly have back pain, neck pain, wrist pain, eye strain, and headaches. When we use the Biocorrector magnets, either as simple magnets or with the acupuncture attachments, we both find that whatever pain we have is completely gone within only 10 to 15 minutes. The magnets also give us lots of extra energy, preventing fatigue, and helping us work better. The best part is that magnets also keep our sleep cycles on track, fighting jet lag and insomnia - our main professional hazards. We absolutely love magnets, and that's why we decided to chose the most innovative magnet with space-age bioenergy technology, and make it available through ITEM.