Cornish company, Ecoflow Plc, was celebrating today after the first ever independent clinical trial using the company's 'Bioflow' magnets which use Central Reverse Polarity™ magnetic wristbands confirmed that its unique magnetic properties do have a beneficial effect on pain.

The trial, funded by the Arthritis Research Campaign, was carried out on patients with arthritis of the hip and knee by a group of Mid Devon doctors. They decided to run the trial after hearing patient reports of pain relief from wearing the Bioflow magnets. The scientifically peer reviewed trial set out to establish whether or not there is indeed benefit beyond the placebo effect from using the special magnets for pain relief. It also sought to address problems and shortfalls that had been encountered during earlier inconclusive research into the use of magnotherapy.

Dr Tim Harlow who led the Mid Devon trial said: "Our results did show benefit to patients with arthritis of the hip and knee."

He went on to stress: "It seems that not all magnets are the same in this context and we can only comment on the particular bracelets we studied. Of course nothing will work for everyone with arthritis but this result is encouraging for sufferers and these magnets do seem worth trying. The benefits seem to be additional to the effects of painkillers." But he cautioned: "People should not suddenly stop their existing treatments without discussing it with their doctor."

A full report of the findings has today been published in the British Medical Journal.

Since Saltash based Ecoflow first launched its Bioflow magnet in 1995, the weight of anecdotal evidence supporting use of the magnets for pain has been steadily mounting. The company has amassed files full of letters from people extolling the benefits of Bioflow in a range of symptoms and conditions.

Products containing the special magnets are also available for animals and these seem to work so successfully that many sceptics have had to retract the 'placebo' argument often levelled at the therapy. The arthritis trial findings will further strengthen belief in the usefulness of the Bioflow magnets.

Ecoflow chairman Paul Markland said: "The news today is of course wonderful for arthritis suffers but it confirms what we at Ecoflow have known for years – our unique Bioflow magnets really do work!" He added: "We are so confident that we sell them with a 90 day money back guarantee. That guarantee however is only available through our own network of registered independent distributors." He emphasised: "We do not want to run the risk of inferior products being sold to people in pain on the back of this research. Anyone can contact our head office in Saltash for details of a registered distributor near them. They will then be certain that they are buying the genuine article carrying all the Ecoflow guarantees."

The Bioflow is different from ordinary magnets because besides being very strong it incorporates Central Reverse Polarity™ a system unique to Ecoflow products. This was specifically designed to mimic the beneficial effects of professional electromagnetic units often used in hospitals.

Ecoflow is now actively expanding its distributor network in order to cope with the anticipated increased demand for Bioflow magnets.

Ends

Notes to Editor:
For more information about Ecoflow Plc please contact Shirley Smale PR Manager:

01752 841144 (Switchboard) 01752 850476 (Direct Line) shirleys@ecoflow.plc.uk

For almost a decade **Ecoflow** has been at the forefront of developing the science behind 'Bioflow' magnets which use Central Reverse Polarity™ magnets into practical, user friendly products which it markets through its own network of Independent Distributors. The company has experienced rapid expansion and currently has distributors across the UK and Europe. **Ecoflow** has twice been included in the Virgin Fast Track 100 list of top one hundred fastest growing UK private companies and has achieved ISO 9001 quality certification and ISO 14001 environmental accreditation. In 2002 Ecoflow was acclaimed as visionary by the BT Vision research & awards programme.