

- Focus
- Health
- Living
- Arts & Fashion
- Bookshelf
- Food
- Parenting
- Travel & Adventure
- Mind Our English

Monday August 30, 2010

Health accessories getting popular

By WONG LI ZA
wongliza@thestar.com.my

Health accessories have become more popular in recent years, as major sports figures like Rubens Barrichello and our own Datuk Lee Chong Wei give their endorsement.

HOCUS pocus or health panacea? That's the question being tossed around when it comes to magnetic bracelets, titanium necklaces or volcanic pendants.

While many people who have used them swear by their effectiveness, just as many are sceptical, finding them to be no more than mere marketing gimmicks.

Generally known as health accessories or jewellery, these products claim to "stabilise the body's bioelectric current" or "optimise the body's natural energy flow".



Stainless steel bracelets by SB Scalar Energy Health Jewellerys.

For example, the magnet in these products is said to help alleviate body pain and fatigue, stimulating the body to accelerate its healing process.

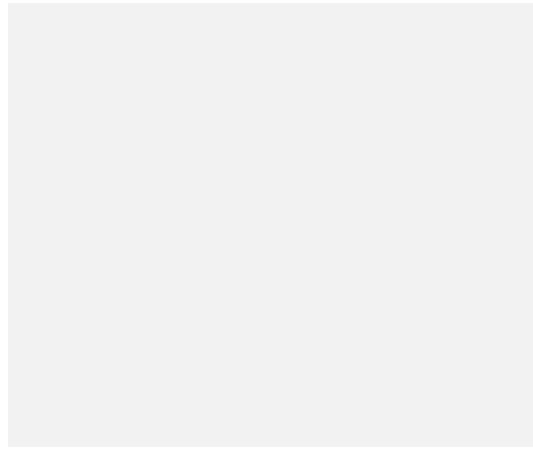
Wearing such products around the neck or wrist is said to create a kind of fixed magnetic field which produces slight static electricity when blood flows through, thus promoting circulation and increasing oxygen flow.

In recent years, sports personalities have used, supported or endorsed various health accessory brands.

F1 driver Rubens Barrichello, in his testimonial for the Power Balance wristband, said on the brand's website, "It is amazing how I feel better, stronger and more flexible when I exercise. I especially feel a difference on the track."

Famed footballer Cristiano Ronaldo is known to wear one while basketball star Shaquille O'Neal is also quoted on the same website as saying, "I don't really do a lot of testimonials, but this really works!"

Based in California, United States, Power Balance was founded in 2007 by athletes with a strong background in holistic care.



Most Viewed | **Most E-mailed**

- Kidney matters: Watch your blood pressure
- A good hair transplant helps to boost confidence
- The warmth and kindness of kampung folk
- Asking for payment
- School bullies and your child

Latest Jobs from Star-Jobs

- IT Executive (Applications)
- Machine Setter
- Mechanical Engineer
- Advertising Manager
- Business Support cum Marketing Executive
- Driver
- General Clerks
- Non-Motor Adjuster
- OD Adjuster
- Interior Designer

Latest from StarProperty

- Should I buy or rent?
- CIMB Property Mart Home Fiesta - 16th October 2010 (Saturday)
- Genting M'sia gets final nod for New York ops
- Smarter spending and better savings
- Estate planning ideas for property investors

[More](#) | [Daily Hot Property Deals](#)



Volcanic stone pendants with Swarovski crystals by SB Scalar Energy Health Jewellery.

It is termed a performance technology designed to “optimise the body’s natural energy flow”, and believed to promote balance, strength and flexibility.

The “active ingredients” in the wristbands are two hologrammes, made from a type of plastic (Mylar) material which is treated with energy waves at specific frequencies.

The hologramme is said to resonate with and respond to the natural energy field of the body, helping the wearer perform at his or her ability.

The neoprene (synthetic rubber) and silicone bands retail for US\$29.95 (RM95) each. The brand also carries pendants made from sterling silver (US\$79.95/RM251) or zinc alloy (US\$29.95/RM95) that contain the same hologramme feature.

On the home front, the Badminton Association of Malaysia has been endorsing titanium-based Phiten products since 2008. The Japanese brand has been around for over 27 years, and is believed to play a role in pain management and sports recovery.

Apart from badminton champion Datuk Lee Chong Wei, endorsers of the product include Sergio Garcia (pro golfer) and Lleyton Hewitt (pro tennis player) who have cited benefits like relaxation and reduced muscle fatigue.



US-based Power Balance silicone wristband, a health accessory said to optimise the body’s natural energy flow and promote balance, strength and flexibility.

Every day users claim they get relief from stiff neck, shoulder aches and fatigue after using the necklaces.

Phiten products employ a technology called the Phild Process which is believed to help stabilise the body’s bioelectric current. This is said to lead to muscle relaxation, improved muscle contraction and better blood circulation.

Photographer Low Lay Phon, 36, has been wearing a Phiten necklace for over three months after a friend first introduced her to it. As her work entails carrying heavy camera equipment, her neck and shoulders often feel strained and stiff.

“After I wore it, I felt more comfortable immediately and my neck did not feel so stiff, although that could be a psychological effect,” she said.

“However, I believe in the product as overall, my neck feels better and I also don’t feel so tired these days. Besides, the necklace also looks nice and trendy,” she added.

Phiten’s range of products includes necklaces, bracelets, supporters, titanium tapes and recovery pro gels for pain. Priced between RM20 and RM2000, they are available at all Phiten outlets.

Then there are the bracelets from SB Scalar



Energy Health Jewelleries, which are embedded with permanent scalar energy at two different frequencies.

The principle of scalar energy technology is based on all matter having its own atoms, and that these atoms have their own energy (wave) patterns and vibration frequencies.

Similarly, each cell in our body has its own vibration frequency and energy form. Scalar Energy products are believed to neutralise negative energy in the body.



Satisfied customer: National men's single shuttler Datuk Lee Chong Wei showing off the Phiten LCW X50 High End Model Necklace.

Testimonials from users of the products have noted improvement in skin problems, wrist pain, stiff neck, fatigue, backaches, bowel movement problems and insomnia.

Felicia Liew, 40, had been experiencing numbness along her left arm for over 10 years before she bought a scalar energy bracelet.

"Being a left-hander, naturally I brush my teeth using my left hand. Very often, the numbness and the pain would be so intense that I would be forced to switch to my right hand halfway through brushing," said Liew in her testimonial.

After wearing the bracelet on the first day, her numbness became even more intense. The following day, she said the numbness started to reduce in intensity.

"After a week, the numbness had been reduced so much that I really felt comfortable, after such a long time. I would definitely recommend it to anyone who wishes to have a healthier life," she said.

Products carried by the brand include stainless steel, titanium and tungsten bracelets, volcanic stone pendants and Inox surgical pendants.

Prices range from RM288 to RM698. Products are available at selected Golf House outlets.

 [Email This](#)  [Printer Friendly](#)

 [Suka](#)  "3 orang seperti ini."

Source:



[Contact Us](#)

[More News](#)

