

# What's the Fuss about iMRS versus BEMER?

## Ever Read These "*Don't buy BEMER*" Google Ads? Business Ethics, Credibility and Science - Get the Facts!

Thank you for sharing your concerns about BEMER products. The Internet is truly an open forum for everybody and anybody, and an incredibly vast source of information...and... unfortunately also misinformation, depending on the author's intent. It is our sincere hope that you will come to your own conclusions about the validity of the notorious claims and statements made by particularly one company, the iMRS. It is, by the way, the same company which has been launching paid Google Ad campaigns like "Don't buy BEMER" and which blatantly plagiarized BEMER research videos about microcirculation on YouTube. Not surprising, the self-proclaimed "review" websites on PEMF, etc. are actually written by distributors of the iMRS. You certainly have your own thoughts about a company that deems it necessary to engage in misinformation campaigns of this kind. BEMER does not and will not engage in such underhanded tactics. Why? We have anchored "ethics" very strongly in our mission statement. Simply put, we find such behavior unnecessary. Our success in over 40 countries across the globe is the inevitable result of 15 years of extraordinary scientific achievements, technological developments and ethical business conduct based on integrity. We don't waste our energy on putting competitors down, and we certainly see our financial resources better spent on research/development and true contributions to science and medical progress than on paying Google for hostile ad-campaigns, search-engine placement, spam and other non-sense. Instead, we are a "happy" company, sharing the joy of our achievements with the world.

### Here is our tip for you:

We encourage you to speak with companies like iMRS and ask them only one simple question. Ask them which scientific work actually and specifically used THEIR particular device or proprietary technology. You will find that most competitors (if not all) are remarkably vague on this very important detail. Instead, they jump on the bandwagon of generic PEMF research, making unspecific and unproven claims as to the applicability of the research to their products. Not so BEMER. Much research work and many clinical trials have actually been conducted using BEMER devices.

### The truth about NASA

In February 2014 iMRS was forced to remove all references to NASA and NASA's logo from their websites. Their advertisements suggested, or lead to believe, that iMRS was somehow superior to others as it used the "NASA square wave". However, in response to inquiries, NASA's legal department, explained that they had no knowledge of such a thing as the "NASA square wave". It is a complete myth. In fact, NASA was not even aware of iMRS, is not in any cooperation with iMRS and does not endorse iMRS products or any of the statements on iMRS websites. In contrast, BEMER actually is and has been in a joint research & development project with NASA to incorporate BEMER technology into the design of future space-suits since late 2011. It is genuine BEMER technology, its patented signal configuration and its bioactive efficacy that caught NASA's attention.

## Why is BEMER technology different?

The BEMER signal is possibly the only signal of its kind that is not based on mere mathematical predictions and theoretical presumptions about the effects of simple wave-forms. It is the only such device that is empirically researched through real-time observations using intravital-microscopy, quantifying laser-doppler flowometry and other image-enhancing technologies like white-light-spectrometry. This cutting edge research has been conducted in the Institute of Microcirculation in Berlin, Germany and other institutes. Few research-centers in the world even have access to this multi-million Dollar equipment. It has been used to improve and validate BEMER's effectiveness during the last 15 years. The sheer amount of scientific evidence produced at renowned research facilities, universities, hospitals, etc. (actually with genuine BEMER equipment) is unprecedented. Many publications are available, some on pubmed.gov among others.

## The truth about the FDA

iMRS committed yet another deliberate misrepresentation of the truth by stating that BEMER is not registered with the FDA. This is not true. BEMER is FDA registered as a medical device, and anybody can look this up on the FDA's public website. In fact, BEMER has concluded all clinical trials as part of an FDA 510(k) approval process which will lead to BEMER being the first, and so far only, PEMF device to obtain an FDA "Approval" (not a mere 'registration') for its physiological efficacy in its field of investigation.

## BEMER Medical Usage

In Germany, for example, BEMER is fully recognized as a class 2 medical device, successfully used in hospitals, by clinicians and health professionals. "BEMER Physical Vascular Therapy" even has its own billing codes. BEMER treatments as well as BEMER equipment is reimbursable by some health insurance carriers. Medical Doctors can actually "prescribe" BEMER Physical Vascular Therapy.

## Conclusion

There are many more misrepresentations and inaccuracies on these self-proclaimed PEMF review websites, so-called buyer's guides, endorsement lists or product comparisons. Their sole purpose is not necessarily to educate the public but to pursue strictly commercial interests. To mislead the public in a desperate attempt to discredit our brand is nothing short of moral, technological and entrepreneurial bankruptcy. We deem such business practices unethical, pitiful and unnecessary. BEMER prefers integrity, taking the high road, doing our best to educate people to make the best decisions for their health and that of all the hopeful people they care for. As Doctor Rainer Klopp, MD, one of the world's top authorities on this subject has said:

"In it's field, BEMER technology is the best investigated and most effective physical treatment method that is currently available in the medical sector ."

Should you have any further questions, please feel free to contact us anytime. Please also visit: <http://bemeramerica.com> and for further rectifications: <http://www.reviewbemer3000.com>

## Attachment:

iMRS website (screenshot) before and after being ordered to remove all false references to NASA suggesting the government agency was in any way associated with, using or endorsing iMRS products.

**2014 Buyers guide to Pulsed Magnetic Therapy**  
The 19 Questions You Must Ask Before You Buy Any

**iMRS**  
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Become a member and gain access to our library of research, videos and testimonials on the iMRS and how it can help YOU!

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## The iMRS Wellness System - Inspired By Nature and Backed by Science

The iMRS (stands for Intelligent Magnetic Resonance Stimulation) is the world leader in pulsed magnetic therapy using exclusively earth based Schumann Frequencies, intensities and has a built-in intelligent biorhythm clock. It is the world's most used PEMF device with over 16 years of research and experience. It also uses the NASA proven square wave, which has been shown by NASA to be the most effective for healing and regeneration.

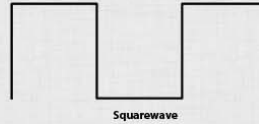
But most importantly are the results people are getting all over the world. The older generation MRS 2000 was the first (and only) PEMF device, but the new iMRS mat has replaced this legend with a spectacular cosmetic and electronic facelift. New rev leader in magnetic and pulsed magnetic therapy. The price is still roughly the same as the MRS 2000 Design, but with a better quality construction, digital and programmable, more portable, new higher intensity probe (on the Complete and Professional model only). Also new on this version is the iMORE biofeedback, and the new iSLRS

**Claiming NASA technology ??? Cites the use of the "NASA Square Wave" which allegedly is proven to be "the most effective for healing".**

**Published scientific research actually does not substantiate this statement. We know that it is factually wrong.**

### 3. Is the only PEMF device using the NASA squarewave

... Which was PROVEN by NASA to be the most effective for healing, regeneration and pain relief



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**Illegitimate use of government agency logos suggesting endorsement and/or association with these entities.**

**Found on: [www.imrs2000.com](http://www.imrs2000.com)**

**Distributor of a product that is neither approved by the FDA nor in anyway associated with NASA.**

**No scientific research substantiates the claims around this product. In fact, comparative studies by the institute of microcirculation in Berlin, Germany concludes that this product is essentially effectless.**



**After the intervention of  
NASA's legal department:**

Introducing the NEW iMRS



2014  
successor to the MRS2000

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- Instructional Videos/Tutorials
- Recorded Conference Calls
- Testimonials & Customer Reviews
- iMRS Research/Validation
- Disease Specific Testimonials/Research

## The iMRS Wellness System - Inspired By Nature and Backed by Science

The iMRS (stands for Intelligent Magnetic Resonance Stimulation) is the world leader in pulsed magnetic therapy us intensities and has a built-in intelligent biorhythm clock. It is the world's most used PEMF device with over 16 years square wave, which has been shown to be the most effective for healing and regeneration.

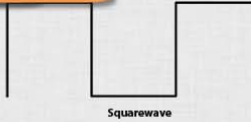
**iMRS had to remove all references to alleged NASA research. Their claims were unsubstantiated and factually inaccurate.**

But most importantly are the results people are getting all over the world. The older generation MRS 2000 was for magnetic PEMF ) device, but the new iMRS mat has replaced this legend with a spectacular cosmetic and electronic facelift. New reviews are heralding this unit as the definitive leader in magnetic and pulsed magnetic therapy. The price is still roughly the same as the MRS 2000 Design, but with at least 10 significant improvements including better quality construction, digital and programmable, more portable, new higher intensity probe (on the Complete and Professional Models) and a new iGUIDE built in database for practitioners (Professional model only). Also new on this version is the iMORE biofeedback, and the new iSLRS light and sound system.

**iMRS was ordered not use the term "NASA Square Wave". There is no such thing.**

### 3. Is the only Full Body Mat PEMF device using the Research-Proven squarewave

... Which was PROVEN to be the most effective for healing, regeneration and pain relief



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**iMRS previously boasted the NASA logo on their website. This was illegal and actually a criminal offense. They were ordered to remove it.**

By the way: Showing the FDA logo (a government agency) on this website is a legal offense as well. iMRS is neither approved nor endorsed by the FDA.

