

Complaint to TGA: PEMF Therapy Australia - COVID-19 Scam

Summary:

On 24 March 2020, the TGA issued a warning about illegal advertising relating to COVID-19 and stated they would act in relation to the illegal advertising of therapeutic products.¹

PEMF Therapy Australia promotes iMRS Pulsed Electromagnetic Field therapy (PEMF) systems for the 'Prevention and Healing Coronavirus Infections' (and also other restricted representations such as diabetes).

These devices do not appear to be listed on ARTG; they are therefore being illegally supplied and their promotion is making unapproved restricted representations.

In short, this company is breaching important provisions of both the Therapeutic Goods Act and the Therapeutic Goods Advertising Code.

I ask that the TGA takes immediate action against this company including ordering that a prominent retraction be placed on the home page of their web site and that substantial fines be instituted via infringement notices.

Details:

Advertisement type: Internet

Where did it appear:

<https://www.pemf.com.au/>

Domain Name: PEMF.COM.AU
Registrant Contact Name: Gary Woolums
Registrant Contact Email: gary.woolums@gmail.com
Tech Contact ID: CR288757246
Tech Contact Name: Gary Woolums
Tech Contact Email: gary.woolums@gmail.com
Registrant: Gary Woolums
Registrant ID: ABN 17812865903

Business name: PEMF Therapy Australia
Address for service of documents: 16 Erasmus St Surrey Hills VIC 3127
Principal place of business: Surrey Hills VIC 3127
Holder(s) details: Holder Name: GARY WOOLUMS

Date seen May 1, 2020

Product: iMRS Pulsed Electromagnetic Field Therapy (PEMF) systems (wellfit, complete, professional).

Sponsor: PEMF Therapy Australia (details above).

Claims:

- 'PEMF Therapy for Prevention and Healing Coronavirus Infections'.
- '2 Powerful Ways that PEMF Therapy Prevents & Fights the Corona Virus at the Cellular Level!!'
- 'These two mechanisms are more fundamental than EVEN YOUR IMMUNE SYSTEM'.
- 'PEMF therapy can be both preventative and curative for diabetic complications.

¹ <https://www.tga.gov.au/media-release/tga-issues-warning-about-illegal-advertising-relating-covid-19>

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Science:

A search of PubMed for 'Pulsed Electromagnetic Field Therapy COVID-19' produced no results.² There is some evidence that PEMF can improve fracture healing³ but studies of PEMF for other conditions are inconclusive, most suggest that more and better conducted scientific trials are needed.^{4,5,6} It has been suggested that PEMF is snake oil.⁷

Screen shot taken 01/05/2020



<https://www.pemf.com.au/>

PEMF Therapy and Diabetes

PEMF therapy can be both preventative and curative for diabetic complications. One randomized clinical trial study suggests PEMF's help diabetics by decreasing endoneural hypoxia, perineural edema, ischemia of peripheral nerves, and improving microcirculation that leads to positive changes after treatment sessions. The study goes on to say it can be concluded that the available data (from the study) provides the evidence that PEMF treatment has the potential to decrease neuropathic pain and nerve impulse permanently.

<https://www.pemf.com.au/diabetes-pemf-increase-circulation>

Conclusion:

This promotion of an unauthorised therapeutic good for COVID-19 and other unapproved restricted representations breaches both the Therapeutic Goods Act and the Therapeutic Goods Advertising Code. I ask that the TGA takes immediate action against this company including ordering that a prominent retraction be placed on the home page of <https://www.pemf.com.au/> and that substantial fines be instituted via infringement notices

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² <https://www.ncbi.nlm.nih.gov/pubmed/?term=Pulsed+Electromagnetic+Field+Therapy+COVID-19>

³ <https://www.ncbi.nlm.nih.gov/pubmed/29356996>

⁴ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6885063/>

⁵ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2670735/>

⁶ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7138036/>

⁷ <https://sciencebasedmedicine.org/pulsed-electromagnetic-field-snake-oil/>