

## NEWS RELEASE

### 16 DAYS OF ACTIVISM

#### INTERNATIONAL BIOTECHNOLOGY FIRM DONATES PIONEERING STRESS RELIEVING APPARATUS TO SINOVILLE CRISIS CENTRE



In support of the 16 Days of Activism for No Violence Against Women and Children campaign, the Swiss based biotechnology company Redplane, has donated two of its pioneering stress relieving apparatus to the Sinoville Crisis Centre.

Redplane Director Jean Labuschagne says the donation is an honest gesture to assist people who take the well being of their fellow men to heart.

In operation for seven years, the Sinoville Crisis Centre is a nongovernmental organisation that has already assisted more than 17 000 victims of crime from all walks of life. It serves 28 police stations in Pretoria.

“Based on the latest health care technology, the dual action apparatus, called Elexoma Medic, offers microcurrent electrobiological treatment and cranial electrobiological stimulation, which complies with the latest European medical directive safety and quality system. Cranial electrobiological stimulation is used for the treatment of conditions such as depression, anxiety, insomnia, post-traumatic stress disorders as well as fibromyalgia, without the side effects of drug treatment.

“Cranial electro stimulation via the Elexoma Medic delivers a tiny current through earclips, causing the brain to manufacture neurotransmitters that improve moods, emotions and cognitive capabilities. This heeds well for post-traumatic stress and anxiety treatment and other conditions leading to stress.

“Its operation is based on the findings of world-renowned orthopedic surgeon, Doctor Robert Becker who established that the body functions electrobiologically and that a controlled electric current can influence its ability to heal in the most

profound way – exactly what Elexoma Medic does, assisting the body in its natural recovery process.

“To ensure maximum effectivity, staff members at the Sinoville Crisis Centre will be fully trained to operate the apparatus,” says Labuschagne.

Using microcurrent electrobiological treatment Elexoma Medic targets the therapeutic gap – focussing on patients whose symptoms are not relieved by appropriate drug therapy or those who are unable or unwilling to undergo surgery or take anti-inflammatory drugs. It offers a safe and affordable option to patients suffering from, among other conditions, post-traumatic stress, rheumatoid arthritis, osteoarthritis and related bone and joint diseases. It also enhances recovery and gives relief to those patients subject to post-operative pain and contributes significantly to the speed of recovery and relief of sports injuries.

Elexoma Medic was developed in partnership with United Kingdom based Oxford Bioscience. In South Africa Redplane received the Technology Top 100 and Bio2Biz, the Department of Science and Technology endorsed award in recognition of its contribution to developing the biosciences sector in South Africa.

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