

# Double-Blind Placebo Study



Research and Development  
In House Research Studies

# Double-Blind Placebo Study of Pure Energy Plus, Pure Relief and Rest Quiet Holographic Chips

## Background Introduction

- Hypothesis/clinical question: To determine if there is an energetic, vascular, or neuromuscular/skeletal change upon application of the holographic chips (Rest Quiet, Pure Relief and Pure Energy Plus)
- Other Objective(s): To find out if the “placebo effect” appeared while testing the chips, and if the charged chips have a uniform energetic response

## Research Methodologies

- Population group and criteria: The test subjects totaled 50 people of mixed age and gender. The subjects were tested with both groups of holographic chips (charged chips and non-charged, or placebo chips).
- Testing procedures were applied to each subject, first using “Group A” and secondly “Group B” without knowing which group of chips were charged

## Analysis of Testing Procedures

- AK: Applied Kinesiology Muscle Indication Testing
  - Each subject’s muscle strength was challenged isolating the anterior deltoid to determine affect of Group A and Group B independently as each group was applied to the body
- Pulse Indication: Tibetan Pulse and Tongue Diagnosis with 52 variations per pulse with a specific pulse for every organ system in the body; and TCM Traditional Chinese Medicine Pulse and Tongue Diagnosis with 28 Variations per pulse with a specific pulse for every organ system in the body
  - Each subject’s pulse rates were checked and notated prior to application of each group of chips and rechecked when applied to determine if the pulse rates remained unchanged or if the pulse rates changed (and became more balanced) upon application
- Thermography: Thermographic Imaging to determine temperature differentials before and after chip placement
- VAS - Vascular Autonomic Signal: Used to determine vascular energetic changes in the radial artery and display these changes in the (LEF) Life Energy Field

## Interpretation of Findings

- Of the 50 test subjects that underwent testing with both groups of chips (charged group and placebo group), 100% reported differences upon application of the charged group, whereas 0% reported differences upon application of the placebo group.

## Conclusion

- The results of the testing methods concluded that all 100% of the test subjects reacted positively to the charged group of chips (Rest Quiet, Pure Relief and Pure Energy Plus). Subsequently, there was absolutely no placebo effect at all. The placebo group of chips that were not charged also included all three chips (Rest Quiet, Pure Relief and Pure Energy Plus), and when tested on the subjects there was no change in physiological or neuro-muscular disposition.