

SUMMARY OF STUDY ON “PURE RELIEF” CHIP BY CIEAURA

Randomized, Double-Blind, Placebo-Controlled Study
Of the Effects of Non-transdermal, CieAura Transparent Holographic
“Pure Relief” Chip Application for the Reduction of Pain (Discomfort)

OBJECTIVE:

The objective of this study is to test whether the CieAura Transparent Holographic Pure Relief Chip reduces discomfort in those subjects who properly use it.

METHODS:

533 participants, all of whom have some type of discomfort, were randomized into Group A or B. Two packets of identical appearance holographic chips, “Pure Relief”, were sent by CieAura, also labeled “A” or “B”. One packet of chips was “charged” or active, and the other was “uncharged” or placebo. Neither the examiner nor the participants were aware of which group of chips were “charged” or placebo. Chips were initially placed on participants by the investigator, always on a Monday. Chips were placed on either side of the area of discomfort (2 chips total), and participants were then given 4 additional chips with instructions to replace the 2 chips on Wednesday and Friday. They were counseled on proper storage of chips and the importance of hydration. They were also instructed not to take any other medications or supplements for discomfort for 1 week. Participants were then seen again on the following Monday. Participants rated their level of discomfort from 1-10 prior to chip placement, and then again at the 1 week follow up.

RESULTS:

Of the 533 participants, 267 were randomized to Group A and 266 were randomized to Group B. The 267 participants in Group A were reduced to 246 by the end of the week due to lack of follow up or failure to continue chip use throughout the week. Of the 246 participants in Group A, 204 rated a significant improvement in their discomfort (83%) and 42 rated no significant difference (17%).

The 266 participants in Group B were reduced to 240, again due to lack of follow up or failure to continue chip use throughout the week. Of the 240 participants in Group B, 43 rated a significant improvement in discomfort (18%) and 197 rated no significant difference (82%).

INTERPRETATION/SUMMARY:

After the data collection, Group A was revealed to be the “charged” packet of chips. This group showed a 83% success rate in discomfort relief with chip placement. In contrast, the participants in Group B only showed a 18% success rate, which is consistent with the accepted range of placebo effect. 82% of Group B participants had no relief of symptoms. This is a statistically significant difference and therefore supports the theory that the CieAura Transparent Holographic Pure Relief Chips do, in fact, reduce discomfort in those subjects who properly use it.