



Relieve nausea and vertigo with bracelets

Ilkka Setälä met his wife in 2012. They both loved travelling, and even more so when their three children came along. There was a snag, however — Setälä's wife began to experience bouts of dizziness after travel, and the couple's children had problems with motion sickness when the family was on the move. They searched endlessly for a solution, but to no avail — until they discovered acupressure.

By Louise Older Steffensen | Photos: Neiguan

"When my wife became pregnant with our youngest child, she was introduced to acupressure to relieve her morning sickness and nausea," Setälä recalls. "Finally, something worked and was drug-free. So we looked for a way to bring that to our everyday life, but nothing on the market was both high quality and easy to carry around. Eventually, we began to dabble with the development of a design bracelet that would not only look great, but also provide the optimal stimulation of the F6 acupressure point — known as the Neiguan point, within acupuncture — which worked for my wife and children." In January 2018, the family launched their Neiguan® bracelet series.

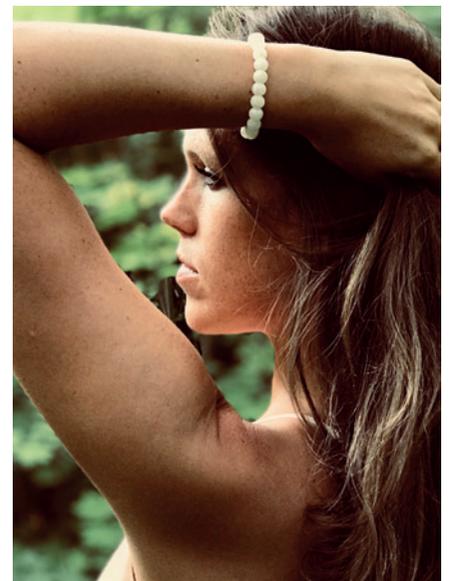
Acupressure works according to the same theory as acupuncture. Both forms of therapy have been used in China for more than 3,000 years. "In acupuncture, needles are inserted to stimulate the body's neural pathways from within, prompting the release of neurotrans-

mitters into the bloodstream," explains Setälä. "Acupressure is a non-invasive version of that, activating the pressure points from outside the body, without the need for needles."

Motion sickness, dizziness and many types of nausea are caused by a disturbance or misalignment between visual perception and the vestibular system in the inner ear. Neiguan® bracelets can help the body readjust during travel by boat or car, for example, but also after other shocks to the body, including as nausea relief as part of post-surgery, chemotherapy and pregnancy, as Setälä's wife discovered. "The bracelets have been blind-tested and worked better than the placebos. We also provide a full 30-day return guarantee, so if they don't work for you, you just return them."

The Neiguan® bracelets are durable and easy to wear for young and old alike. Made from food-grade-safe silicone and natu-

ral hematite stone, the bracelets are easy on the skin, completely natural, waterproof and antibacterial. And they look just as good as they feel. "It was really important to us that, firstly, the design was high-quality and not some flashy thing to be thrown away the next week, and, secondly, that it actually looked great too, so that people can actually wear them as part of their normal lives."



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