

Sweet Dreams

Insomnia? Fatigue? Depression?
It's time you bought a new watch!

Claire Adler



Imagine a watch that could change your life. A watch promising a deeper, more restful night's sleep, improved concentration and the ability to deal with stressful situations rationally and calmly. Philip Stein's Teslar watches back up these astounding claims with some impressive testimonials. Is this the cure for PMT that women have been longing for? The remedy for sleepless nights endured by weary, recent fathers? Your correspondent kept a diary throughout her trial period...



Three Philip Stein Teslar watches. (Top to bottom) Small ladies' model (E375); medium-sized unisex model with diamonds (E1,295); men's oversized chronograph model (E625).

There is no question I slept like a baby the first night I wore a Philip Stein Teslar watch. I should preface this, however, by admitting I was suffering the cumulative exhaustion of two sleepless nights previous, coupled with the after-effects of an hour's kickboxing that evening. All of which made quality sleep a fairly painless objective. Clearly, the placebo effect is not to be overlooked.

Nevertheless, Philip Stein's Teslar watches have received astonishing feedback from world-class athletes and, curiously, are even starting to attract interest from the complementary medicine set. This is aside from a huge A-list endorsement campaign – kicked off by Oprah Winfrey in 2000, when the watches were first launched in the US.

Anti-pollutant

The premise for these watches is nothing short of astonishing. Apparently, while we were busy thinking our mobiles, laptops, TVs, radios, cars and Blackberrys were improving our lives, they are actually putting us at increased risk of numerous health problems. The electromagnetic energy these devices emit (so say the makers of the Philip Stein Teslar watches) interferes with the way our cells communicate and can inhibit our metabolism and immune system. The creators of Teslar claim that their technology addresses these major health issues by combatting electromagnetic 'pollution' upon our bodies.

While recent reports of high levels of insomnia have been attributed to stress, depression, environmental noise, caffeine and nicotine (one in four have suffered over the past year, according to a BBC website

article), the creators of Teslar claim that a more dangerous sleep depriver is electromagnetic 'pollution'. And how about choosing your watch based on its ability to increase sperm count and improve male fertility? *The Sunday Times* recently reported average sperm counts were down by a worrying 30% and cited a link to mobile phone radiation. Reuters declared that men should be wary of placing laptops on their laps for similar reasons. The word is that "Teslar Technology claims to create a special signal that mimics the Earth's natural frequency to help the body strengthen its own electromagnetic field against the subtle effects of external low-energy magnetic fields." A unique selling point for a watch, if ever you needed one.

Testament

While I am in no position to report on sperm counts, I can concede that improved sleep has remained constant since wearing the watch. In an extreme example from 2001, the president of a coffee-shop chain in Mexico City complained of stinging sensations in his head, arm, teeth or stomach whenever he used a mobile phone. Later, he experienced problems with computers and other electrical equipment. Concerned, he went to surgery, had blood tests and MRIs, changed his diet, tried acupuncture and even reiki and visited a psychologist. All without positive results. Lo and behold, it was the Philip Stein Teslar watch that enabled him to use a mobile and computer for the first time in years.

Between April and August 2004, the entire Miami Dolphins American Football Team, plus four coaches, agreed to wear Philip Stein Teslar bracelets as part of a study into the effectiveness of Teslar technology. All 30 athletes agreed, "Teslar is a tool that can improve athletic performance." Assistant Strength Coach Eric Fears was surprised by the impact Teslar had on his arthritic knees. Having taken anti-inflammatory drugs daily for eight years, he now only takes them once a week. The team's kicker, Olindo Mare, said: "I recovered quicker between workouts and was able to go to bed

Ladies' diamond model (£995).



"This is single-handedly the most phenomenal piece of sports enhancement/recovery equipment available on the market today."

Kenta Bell, Olympic triple-jumper

Each Philip Stein watch possesses two Teslar chips, visible through the caseback (medium-sized model pictured; £375). They cancel the watch battery's electric field and the quartz coil's magnetic field, to create zero-point energy, reinforcing the body's own electromagnetic fields against extremely low frequencies (ELFs) emitted by electronic devices.

earlier... I would even sleep straight through my baby boy waking up."

Perhaps the best endorsement from a sportsperson came when Olympic triple-jumper Kenta Bell announced: "This is single-handedly the most phenomenal piece of sports enhancement/recovery equipment available on the market today."

The technology

The Philip Stein Teslar collection comes cased in a combination of brushed and polished stainless steel, with or without diamond bezels, featuring dual time-zone dials. There are men's and ladies' sizes, including an oversized chronograph. The crystals have different colour treatment options and there are interchangeable straps in satin, galuchat, rubber, calfskin, leather or lizard in a full range of colours.

It is this intriguing juxtaposition of scientific study and diamond-encrusted bezel that has resulted in the Philip Stein Teslar collection. Ilonka Harezi, inventor of Teslar technology and author of *The Resonance in Residence* has a background in healing. In 1986, she gathered a team of international award-winning scientists to study electromagnetic fields and the quantum. Together with Dr Andrija Puharich, an expert in ELF technology (extremely low frequencies; 1–60 Hz), they wanted to create something that could be worn 24 hours a day to help reduce the effects of exposure to harmful ELF and leave the body to operate efficiently within its own range of 7–9 Hz.

Harezi invented a process to fit an initially cumbersome coil producing electric and magnetic fields into a small chip covered by copper. Two of these 'Teslar' chips (named

after Nikola Tesla – a protégé of Thomas Edison) are placed into each Philip Stein watch, interacting with and cancelling the electric and magnetic fields produced by the battery and quartz coil respectively, creating a zero-point waveform – a "cocoon of calm" that protects against ELF emitted from external electronic devices such as mobile phones, laptops and even hairdryers.

Will Stein, President of the company, went so far as to suggest that Teslar technology will, in years to come, be as prevalent as sunscreen is today. While our grandparents' generation was not aware of the consequences of lengthy exposure to the sun's rays, our grandchildren are apparently likely to say the same about us and the effects of electronic pollution. Since launching in 2000, Philip Stein has sold over \$20m's worth of watches. He might just have a point. ●

The double-diamond chronograph – top of the Philip Stein price range at £2,895. Pricier gold-cased variants are currently available in the States, but Europe must wait for their debut at Basel this April.



Further information: Philip Stein Teslar watches are now available in the UK at Ernest Jones, Goldsmiths, Harrods and Selfridges. Tel: 0870 241 8140, www.philipstein.com