

Five Questions Before You Believe a Wellness Claim

A starting sheet for Earthing and Grounding: Electrical Science and Health Claims.

- What exactly is promised: comfort, a laboratory change or treatment of a condition?
- Where is the original study, and is it a completed result rather than a protocol?
- Who was studied, what was compared and what outcome was measured?
- How large and uncertain was the result, and what harms were reported?
- Does the evidence match the exact product and its advertised use?

Claim, source and date

The largest missing piece

Make one proportionate conclusion

A voltage reading does not establish treatment of inflammation. A testimonial does not establish causality. A 40% relative reduction can represent an 8-percentage-point difference when rates are 20% and 12% in a fictional example. Ask for the denominator and timeframe.

- Use “cannot assess” when a source is missing.
- Do not improvise electrical body connections.
- For a medical decision, discuss relevant evidence with an appropriately qualified clinician.

What the source actually supports

What the advertisement adds

My next question or action

The full Wellness Claims Evaluation Toolkit adds three worked cases with explained conclusions. Visit avonoria.com for availability.

Source article: Earthing and Grounding: Electrical Science and Health Claims

General education for adults; not diagnosis or treatment. No therapeutic outcome is promised.