

Title:

Inventor of Swiss Medica's O24 Pain Neutralizer Shares His Secrets

Word Count:

1466

Summary:

Will consumers favor a non-burning pain relief product, like Swiss Medica's (OTC BB: SWME) O24

Keywords:

pain, arthritis, fibromyalgia, herbs, essential oils, penny stocks, bioscience

Article Body:

Will consumers favor a non-burning pain relief product, like Swiss Medica's (OTC BB: SWME) O24

Interviewer: How did you come about developing the O24 pain relief formula?

Richard Weise: I started the O24 development thirty-five years ago, with studies in natural me

Interviewer: How did this product advance from your studying medicines to its commercial distr

Richard Weise: I had this product in Europe and used it for myself, but it was not for commerc

Interviewer: How was your reception, at first, with O24?

Richard Weise: When I first started with this, in the United States, people thought it was `sm

Interviewer: Why doesn't O24 give people the burning sensation one suffers from most other pai

Richard Weise: Let's take Ben Gay®. It uses menthol and capsaicin. Capsaicin is very heating.

Interviewer: Why is it that O24 works differently from other pain relief lotions, gels or rubs

Richard Weise: When you have pain in an area of you body, the temperature of the pain area is

Interviewer: Is that one of the major differences, between O24 and the others? That O24 doesn't

Richard Weise: Yes. That was done on purpose. With other products, people complained they burn

Interviewer: Do people use this product on its own, or in conjunction with something else, lik

Richard Weise: People, who have been using this product for ten years, use just this product a

Interviewer: Do you get every ingredient from the same suppliers, or do you change your suppli

Richard Weise: We pretty much try to keep it with the same suppliers. We quality control every

Interviewer: The big puzzle seems to be how the herb essences stick together without binders,

Richard Weise: It is because of the way I mix the product together. That is the patent: how I

Interviewer: Why does your O24 work, while the O24 copycats have failed to replicate your form

Richard Weise: They don't know how to put the product together. There are no preservatives in

Interviewer: O24 has an indefinite shelf life?

Richard Weise: Yes. The same batch I made thirteen years ago has the same life as the batch I

Interviewer: Can you confirm that athletes and celebrities have actually used this product?

Richard Weise: Yes. I talked on the phone with them. I know Filip Gartner, the former head coach of the German national team.

Interviewer: What do you know about the fibromyalgia testing that was done in Germany, using your product?

Richard Weise: The doctor bought the product from us. We had no idea he was doing the test. He was just using it.

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