



A QUICK GUIDE TO EARTHING

BE GROUNDED

ABOUT US

BeGrounded is a UK company focussed on bringing the best natural health products to your doorstep. Through our own personal health journey, we've benefitted greatly from regular earthing, which is why we want to make this amazing health discovery available to everyone.

We are proud to be the first authorised Earthing Distributor in the UK. This means we only sell the best quality, most effective and long lasting Earthing products available.

The following will give you a brief insight into all things earthing, from its origins, how it all works, and the amazing things it can help with your whole body health.

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TOP 10 THINGS THAT EARTHING CAN DO FOR YOU

When directly connected to the earth, the human body absorbs energy just like a sponge. The free electrons have a positive effect on our biology. Everything is connected after all!

Through 20+ years of research and feedback here are 10 things that EARTHING can do for you:

- REDUCE/ELIMINATE CHRONIC INFLAMMATION
- REDUCE/ELIMINATE PAIN
- ENHANCE IMMUNE RESPONSE, COUNTERACT INFLAMMATORY CONDITIONS
- IMPROVE SLEEP
- IMPROVE BLOOD FLOW TO NOURISH THE ENTIRE BODY WITH VITAL OXYGEN & NUTRITION
- IMPROVE ENERGY
- DECREASE STRESS IN THE BODY
- REDUCE HORMONAL & MENSTRUAL SYMPTOMS
- ACCELERATE HEALING FROM TRAUMA, INJURIES & SPORTS/EXERCISE
- PROTECT THE BODY AGAINST POSSIBLE HEALTH-DISTURBING ELECTROMAGNETIC FIELDS (EMFS)

THE MAN WHO RE-DISCOVERED EARTHING – WHO IS CLINT OBER?

“After years of observing the effect of Earthing on people, I know with absolute certainty that everything going on in the body is different when you’re not grounded, when you are disconnected from the Earth, like most people today. The ungrounded state is neither normal nor natural, nor the way that humans lived throughout most of history. The way to live is to be connected to the Earth – grounded as much as possible – because being connected is like pulling a switch that enables your body to function more naturally and efficiently. Your body works electrically. You are a bioelectric being and you need connection with your natural electric source – the Earth’s electric energy. It establishes the most natural state of your electric body. It nourishes every cell. Earthing can be life-changing. It is one of the most simple and important things you can do for your health, and probably the easiest lifestyle change you can make in your lifetime. My message is very simple: get grounded, and stay grounded for a lifetime.” Clint Ober

Clint Ober was raised on a farm in Montana (USA) with his childhood days spent chasing cows, baling hay and pulling weeds all whilst barefoot; everything about the earth fascinated him. Many of Clint’s friends came from the nearby Native American reservation and he just noticed that they did things



differently to the “norm” and on one occasions his friend’s mother told him remove his shoes once at home – “because they will make you sick”.

When his friend’s sister became seriously ill with scarlet fever, her family dug a pit in the ground, with a fire nearby to keep warm. After a few days laying and connecting with the ground, she recovered.

Perhaps these two events planted the seed for his future discovery!

Fast forward a number of years and Clint had started and expanded his own company producing cable television systems (and crucially learning the importance of connecting devices to the ground!), which became very successful. Life was good... until in 1993 his health suffered dramatically.

Clint developed a serious abscess that affected most of his liver. After some last-chance surgery Clint began his road to recovery and a fresh start and he spent the next few years travelling trying to work out his new purpose in life.

Back in 1998, Clint happened to be watching a passing parade of tourists as they got off a coach tour. He was drawn to what they were wearing on their feet and realised that people all wore running shoes with thick rubber or plastic soles – what if they were insulated from the ground and the electrical surface charge beneath their feet, and if so, could that have an impact on human health?

Using his electrical and grounding know-how from his business background, Clint bought some metallized duct tape and laid this on his bed in a grid pattern with one end of the tape connected to an alligator clip and a wire from the clip in turn connected to a ground rod outside in the earth.

Clint fell asleep with the voltmeter in his hands and slept through the entire night with THE most restful

sleep in years. He slept grounded for the next few nights with the same results and decided to share this discovery with his friends and quickly got them interested in his experiment and set up the same earthing grid for them to sleep on. The feedback was AMAZING with all of them reporting better sleep and pain reduction.

Clint decided to fund his own study to get the ball rolling. After a successful anecdotal study of 60 subjects was published in 2000, many more peer-reviewed research studies have been conducted showing the positive effects grounding has on the human body, which are available at the Earthing Institute.

Also recognising that most people are unable to go back to always being connected to the earth like our ancestors through barefoot walking, Clint developed a range of indoor grounding products for people enjoy at home or in the office. Everyone can now be connected to the earth's electrons!

Clint has made it his mission to spread the message of grounding to everyone!



WHAT IS GROUNDING OR EARTHING?

Many people aren't aware that one of the ultimate whole-body, natural health solutions is literally under their feet... and it's free. For everyone. Forever! What if you could supercharge your health naturally in just 30 minutes, would you add it to your daily routine? What's more, it's backed by scientific evidence. It's called EARTHING.

A human body – our brain, heart beat, our muscles, everything – is primarily electrical. When we're standing barefoot on the earth, we're absorbing electrons that help neutralise the free radicals in our body that damage our cells. We feel better because we are electrically stable.

Years of extensive research by Clint Ober has shown that connecting to the Earth's natural energy can reduce or diminish chronic pain, fatigue and other ailments that plague so many people today. It is this connection that is referred to as Earthing or Grounding.

The Earth's energy harmonises and stabilises the body's basic biological rhythms, can reduce or eliminate chronic inflammation and pain, making it the most natural and powerful anti-inflammatory and anti-aging remedy around! No matter who you are you will benefit from being grounded daily!

FURTHER READING QUICK ACCESS

The Earthing Institute Research:
earthinginstitute.net/research

Further reading with links to Earthing Studies, Earthing Review Articles, Earthing Commentaries, Instructional Papers.

The Earthing Institute Success Stories:
earthinginstitute.net/an-a-to-z-of-testimonials-by-condition

Testimonials by condition from the general public and feedback from Health Professionals.

The Earthing Movie:
begrounded.co.uk/earthing-movie

75 minutes. Covers the origins behind grounding and the science behind it.

HOW DOES GROUNDING WORK?

In a nutshell, here's how grounding works... the Earth's surface contains a limitless number of free electrons that are continually replenished through solar radiation and lightning strikes; your body naturally absorbs these particles when you make physical (skin) contact with the ground.

Within the body, these electrons have an anti-inflammatory effect because they reduce the free-radical activity that causes inflammation and chronic pain.

Electrons are negative charges of electricity and are attracted to opposite charges of electricity.

Free radicals are molecules that are positively charged because they are short of at least one electron.

It is because of this deficit that the free radical's sole purpose is to stabilise itself by binding to (and therefore eliminating) negative charged electrons.

The immune system naturally produces free radicals to perform an essential physiological service. They are produced and released within the body to help eliminate injury, stress or disease by binding to and stripping negative charged electrons from damaged tissues and pathogens.

This is the body's "inflammatory response" and can produce

inflammation symptoms like redness, swelling, pain, decreased range of motion, among others.

Normally, when the disease or injury subsides, free electrons and anti-oxidants within the body neutralise and eliminate excess free radicals

However, the everyday stresses of life (money, health, work, relationships) have caused our immune system to constantly produce free radicals to fight what the body perceives as an ailment or affliction. This over-production of free radicals can be detrimental to human health as it can lead to the oxidation of healthy tissues.

Earthing can help alleviate the presence of free radicals, which can lead to chronic inflammation and pain, because it injects the body with an abundance of negative-charged electrons for the free radicals to bind to. The energy of the free electrons gained through grounding also helps keep your body's innate electrical circuitry properly balanced.

All of these effects of grounding are extremely beneficial to whole-body health. Without a regular connection to the Earth, people can develop what is essentially an electron deficiency. Over time, this can lead to imbalances in the body and potentially to significant health problems and chronic inflammation.

HOW LONG SHOULD I BE GROUNDED FOR?



This is a question we often get asked. Most people presume that electrons act as fast as lightning but this isn't the case. (The Science bit...)... Drift velocity is the average speed at which electrons travel in a conductor when subjected to an electric field and is about 1mm per second.

When we look at the human body as a conductor and experiments of Earthing Patches placed on the soles of feet (simulating standing bare foot on the earth), people sometimes feel a tingling sensation moving up the legs i.e. the electrons moving from the earth and up into the body

Some say they often feel the same sensation when walking barefoot on wet sand.

Typically we know that it takes around 20-30 minutes to reach the upper body and chest area which is why we suggest a minimum of between 30-40 minutes per day to get that all over body benefit - however the more you can do, the better... and you can't have too much earthing either!

Consider also that a human foot is home to about 7,000 nerve endings that all correspond to specific areas of the body, including organs, the spine and your head which makes going barefoot and being grounded such a great way of healing the whole body.

ELECTRONS, FREE RADICALS, INFLAMMATION AND EARTHING

Electrons are negative charges of electricity and are attracted to opposite (positive) charges of electricity. Free radicals are molecules that are positively charged because they are short of at least one electron. It is because of this electron deficit that the free radical's sole purpose is to stabilise itself by binding to (and therefore eliminating) negative charged electrons.

The immune system naturally produces free radicals to perform an essential physiological service. They are produced and released within the body to help eliminate injury, stress or disease by binding to and stripping negative charged electrons from damaged tissues and pathogens. This is the body's inflammatory response and can produce inflammation symptoms like redness, swelling, pain, decreased range of motion, among others.

Normally, when the disease or injury subsides, free electrons and antioxidants within the body neutralise and eliminate excess free radicals. However, the everyday stresses of life (money, health, work, relationships) have caused our immune system to constantly produce free radicals to fight what the body perceives as an ailment or affliction.

This over-production of free radicals can be detrimental to human health as it can lead to the oxidation of

healthy tissues. Earthing can help alleviate the presence of free radicals (which can lead to chronic inflammation and pain), because it injects the body with an abundance of negative-charged electrons for the free radicals to bind to.

Inflammation is the body's first defence against infection, but when it goes wrong, it can lead to all sorts of health issues and diseases. Most of the time, inflammation is a lifesaver that enables our bodies to repair wounds and injuries or deal with invaders such as disease-causing bacteria, viruses and parasites. The moment any of these occur within our body, inflammation marshals spring into action and destroy an invader and any tissue it may have been infected, then the process subsides and healing begins.

However, sometimes the inflammation process doesn't shut down on cue and becomes chronic rather than transitory. When that occurs, the body turns on itself which can result in a "slow burn" with long-term and debilitating illness, disease, pain and fatigue.

One of the most powerful effects of grounding is reduction and even elimination of chronic inflammation. This discovery suggests that the planet we live on is the original painkiller.

WHERE DO ELECTRONS COME FROM?



In general physics a free electron is: "any electron that is not attached to an ion, atom, or molecule and is free to move under the influence of an applied electric or magnetic field." - Collins English Dictionary.

We understand that the electrons that the Earth produces are highly beneficial for our health when we are in contact with it, but where do these electrons come from?

There is an estimated 16 million thunderstorms around the globe each year, and at any given moment, there are roughly 2,000 thunderstorms in progress! And that's about 100 lightning bolts striking the Earth's surface every

SECOND! That's around 8.5 million every day! THIS is what gives the Earth's surface its negative charge which literally spreads around the globe, and this in part, is where electrons come from.

We are electrical beings first and foremost. It is because of the high amount of charged ions in the fluids of our bodies called Electrolytes, e.g. Sodium, Potassium, Calcium and Magnesium, that our cells can generate electrical charges... so when we're in touch with the Earth barefoot, our electrical bodies receive a charge of energy that makes us feel better and balance is restored!

WHAT IF I DON'T FEEL ANYTHING WHEN I AM GROUNDED – IS IT STILL WORKING?



Being connected to the earth is relatively new for us today and something that we are having to re-learn as a society since Clint Ober put the pieces of the puzzle back together.

Grounding is a natural thing to do for humans and animals and as such, there are no magic lights, buttons or whizzy tech to show us what is going on inside our body.

So it's a really common question that we get asked regularly as to whether being grounded is "working" even if the person doesn't feel anything, and it's completely understandable.

The short answer is... YES! It is working. Whether you are barefoot on the grass or using one of our Earthing products, you ARE getting all the health benefits.

When we consider our whole body, there may be no immediate change, feeling or sensation occurring to us but when we delve into the cellular level, there's lots and lots going on. Your blood begins to flow more freely, your nervous system is calmed, and inflammation is being quashed with the flood of electrons throughout our body.

For many medical conditions, by the time you notice symptoms, it has already been rumbling away for a long time and taken time to establish. So when healing begins through your cells, it's natural for things to take a while to improve to the point where you notice a change or an improvement yourself.

It can feel frustrating when you first begin grounding and you don't "feel" the immediate benefits, however keep going with it. Try and make it part of your daily routine if at all possible – your body will thank you for it in the long term.

When a single cell heals or thrives you won't notice that, but over time this becomes a cumulative effect and your body will begin to function better and you will notice the difference.

WHAT IS THE BEST WAY TO BE GROUNDED?

Grounding is accessible to everyone.

It's as simple as walking or sitting barefoot outside on a conductive surface.

If going barefoot outside is not an option for you, and/or to be grounded for more hours of the day the EARTHING™ products available from our shop connect you to the earth's energy whilst you're sitting, standing or sleeping inside your home, and whilst you are at work.



CONDUCTIVE SURFACES THAT ARE GOOD FOR GROUNDEDING

- Soil
- Grass
- Rock (that is touching the earth)
- Bodies of water (oceans, lakes, streams, ponds)
- Most living trees, especially with wet bark
- Sand
- Gravel
- Unsealed concrete or concrete with a water-based sealant
- Unsealed brick or brick with a water-based sealant
- Living plants in the earth

NON-CONDUCTIVE SURFACES THAT WON'T GROUND YOU

- Carpet
- Vinyl
- Plastic
- Rubber
- Asphalt
- Tarmac
- Cut wood
- Painted or chemically-sealed concrete

IS EARTHING FOR ME?



PLEASE NOTE: Any individuals on medication to regulate blood sugar, thin the blood, control blood pressure or supplement thyroid activity should consult their healthcare provider before lengthy sessions of grounding with Earthing products as an adjustment in medication may be necessary.

Everyone can benefit from regular grounding, whether that be in the form of treatment for many ailments or as a preventative measure to help keep you on the road to optimum health. As more and more research

becomes available as we explore the effects on human health, it is clear that the simple act of grounding can have a huge and positive impact on many people around the globe.

It's also no secret that the top athletes of today all regularly connect to the earth to help with athletic performance, recovery after sessions and wound/injury healing so that they can stay on top of their game.

Grounding is for everyone, young and old.

THE REMEMBERING

Somewhere along the way, as a society, we have forgotten some of the knowledge that went before us that was passed from generation to generation.

BE PART OF THE REMEMBERING...

Modern medicine has its place, but so too does critical thinking and taking responsibility for our own health and actions. What's this got to do with being grounded?

"Alternative" therapies like grounding are now backed by science, but our ancestors knew what was good for them and understood the connection we humans need with the earth.

Please help us spread the word about grounding with your friends and families!

CHIEF LUTHER STANDING BEAR 1868-1939

"For the Lakota, mountains, lakes, rivers, springs, valleys, and the woods were all in finished beauty. Winds, rain, snow, sunshine, day, night, and change of seasons were endlessly fascinating. Birds, insects, and animals filled the world with knowledge that defied the comprehension of man.

The Lakota was a true naturalist - a lover of Nature. He loved the earth and all things of the earth, and the attachment grew with age. The old people came literally to love the soil and they sat or reclined on the ground with a feeling of being close to a mothering power.

It was good for the skin to touch the earth, and the old people liked to remove their moccasins and walk with bare feet on the sacred earth.

Their tipis were built upon the earth and their alters were made of earth. The birds that flew in the air came to rest upon the earth, and it was the final abiding place of all things that lived and grew. The soil was soothing, strengthening, cleansing, and healing.

This is why the old Indian still sits upon the earth instead of propping himself up and away from its life giving forces. For him, to sit or lie upon the ground is to be able to think more deeply and to feel more keenly; he can see more clearly into the mysteries of life and come closer in kinship to other lives about him."



