Written by Carrie Poppy
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Reading the day's headlines often feels like stepping into a vortex of unfounded claims. A psychic who bilked someone out of their savings here, an aura reader who prevented a cancer victim from seeking treatment there.

Every day, the James Randi Educational Foundation scours the media for these kinds of stories, so we can step in and help any way we can. But we can't do it all on our own. We need you.

This week is thick with woo, but here's what you can do to fight it. And some of these won't take you longer than a commercial break.

Magic Athletic Bracelets Still Don't Work

The Problem: When I was in eight grade, my P.E. teacher wore a very unattractive gold magnet bracelet to class. I asked him once what it was for. "It gives you balance," he said. "You know how magnets even stuff out? Like poles? Well, your body needs evening out too." I don't know what that meant, but it sounded pretty right on (hey, I was fourteen), and it distracted him long enough not to notice I couldn't do thirty sit-ups.

Today, there are countless versions of my P.E. teacher's overpriced golden magical magnetic body equalizer. Power Balance is the most famous, both for its ubiquitous usage among athletes, and its notorious failure to produce any quantifiable benefits under controlled conditions. This week, the Merseyside Skeptics in the United Kingdom brought us news of their new investigation of the Shuzi band, a similar device "whose Nano Vibrational Technology claims to relieve the detrimental effects of your sluggish, uncommunicative, clumpy blood." Watch the Merseyside Skeptics perform a rudimentary test to examine this claim.

What You Can Do:

Write to Shuzi and ask them to provide scientific support for their claims that "the subtle vibrational energy emitted from the Shuzi Chip stimulates your blood cells to separate," and that the version for cats and dogs may offer protection from parasitic insects. You can email Shuzi here.

The "Long Island Medium" Might be Visiting Your City

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