



# Breakthrough *Hypnotherapy Solutions*

Hypnotherapy has had a varied press over the past 50 years. When it is in favour, it is celebrated as a miracle cure and when it is out of favour, it is tarnished by gimmicky hypnosis stage shows and the phenomenon of dancing like a chicken. In reality, hypnotherapy has no link to these stage shows and is gaining hugely in credibility as the National Health Service is running dedicated units for its use in cancer care and is carrying out studies into its effectiveness in areas such as childbirth. You might be surprised to know that the British Medical Association first approved hypnosis as a therapeutic intervention back in 1955, encouraging doctors and consultants to use it in treating patients. Hypnotherapy has been shown to be effective in helping with anxiety, depression, IBS, phobias, smoking cessation and weight loss amongst many other things. And although it is not a miracle cure, it can help you to achieve your goals with the support of a trained and registered hypnotherapist...

## **Can hypnotherapy help me to lose weight?**

In recent years, several high profile celebrities have turned to hypnotherapy to help them successfully lose weight. Sophie Dahl and Geri Halliwell both enjoyed great weight loss with hypnotherapy and in 2009, Lily Allen talked publicly in interviews about re-programming her mind using hypnosis and subsequently dropping 3 dress sizes. Personally, I too have used self-hypnosis to shed 4 dress sizes and weight I had held onto for far too many years; in fact I lost 5 stone in 6 months, maintaining that loss now with ease for the last 2 months and I'm just about to embark on ridding myself of the next 5 stone that I still have to lose.

So yes, it is true that hypnotherapy can help you to take control of your weight and slim down, become healthier and gain fitness.

## **What did Lily Allen mean by re-programming her mind?**

Well, have you ever noticed how naturally thin people seem to love their food and are able to eat whatever and whenever they like without taking it to excess and piling on the pounds? They just eat when they feel hungry and stop when they are full. On the flip side, you might recognise the idea that it seems as though overweight people only have to think about chocolate to put on weight. Fat cells are programmed to be remarkably good at attracting even more fat making it notoriously hard to kick start weight loss when already overweight. The latest innovation in weight loss hypnotherapy works with your unconscious mind to help you think like a thin person. Some hypnotherapists now offer a powerful, specifically tailored 'Think Thin' programme to work with clients to get to the

root of their issues and develop a thin person's approach to thinking about food, eating and exercise. You can even get a hypnotic gastric band which may help you achieve your ideal weight with none of the risks of surgery and at a considerable saving on the cost.

## **How does it work?**

The best hypnosis is self-hypnosis. A good hypnotherapist will teach you to work with this in mind and give you a set of set of skills you can use for the rest of your life in a variety of situations.

Hypnosis is not a weird altered state and you won't lose control but it is a lot more than just 'thinking positive'. You naturally go in and out of hypnotic states several times a day and a hypnotherapist will utilise this ability, teaching you how to access it on demand.

Hypnosis re-educates your unconscious mind and, with your permission, overwrites habitual responses or instincts with more helpful ones. You learn to take deliberate control of the way you feel by relaxing, recalling positive feelings and rehearsing new patterns of thought or behaviour. Hypnosis actually changes your emotional reaction to issues and ideas and the best part is that you get to choose how you want to react to those things in the future.

### What happens in a hypnotherapy session?

Sessions should be positive and helpful and your relationship with the therapist is crucial to effectiveness. Ask to have a free initial consultation to discuss the treatment and make sure you 'click'. Ask how many sessions you may need and agree the costs. It is not always possible to give a precise answer but you should be given an idea and an outline of your treatment plan. A typical session includes:

- gathering information about patterns of behaviour
- identifying how important needs are being met
- revealing your own strengths and resources
- agreeing clear goals for the session and a strategy for change
- using a range of therapeutic and hypnotic tools

You may be taught new skills in the session and the therapist will rehearse these with you, explaining how to use these at home. This ensures the positive changes are deepened between sessions. Significant change can often be noticed immediately or you may need more time to really feel the improvements.

### What else should I know?

There are a lot of people calling themselves hypnotherapists, some of whom have had excellent training whilst others may never actually have had any recognised training. Ask where your hypnotherapist trained and check the level of qualification – ideally this information should be on his or her website.

The Department of Health recommends you check that your hypnotherapist is registered with the Complementary and Natural Healthcare Council which ensures that a hypnotherapists training meets rigorous National Occupational Standards laid down by the government and that they belong to a professional body and adhere to a comprehensive code of conduct, performance and ethics.

You can check registrations on their website at [www.cnhc.org.uk](http://www.cnhc.org.uk).



**Breakthrough Hypnotherapy Solutions**  
01273 252559

**Together, we can achieve your goals and probably more quickly than you think**

Imagine how great life will be *without* those negative thoughts, unwanted habits, anxieties, phobias, episodes of panic or painful, traumatic memories

**'Think Thin' sessions available 1 to 1 or in a small group**

**Call Dr Sharie Coombes today on 01273 252559 or visit the website [www.breakthroughdays.co.uk](http://www.breakthroughdays.co.uk)**

*"Hypnotherapy is supported by more scientific research than any other complementary therapy." [The Which? Guide to Complementary Therapies, 2002]*

The advertisement is enclosed in a thick purple border. At the top left is a circular graphic with a purple and black pattern. The main text is in white and purple on a dark purple background. The contact information and call to action are in bold purple text. A quote at the bottom is in a smaller, italicized white font.

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Sharie is a friendly, fully qualified, CNHC & GHR registered/accredited and experienced professional cognitive hypno/psychotherapist based in Hove & Haywards Heath. She uses an integrative mix of solution-focused, clinical and cognitive hypnotherapy, psychotherapy, CBT and NLP. With full CRB clearance and up-to-date knowledge and understanding of the most effective techniques, she will help you to bring about the changes you have identified. Sharie is not a medical doctor.