

## **HOW HYPNOTHERAPY WORKS FOR WEIGHT REDUCTION**

### **Is This You?**

You want to reduce your weight. You know all the reasons you should reduce your weight. You really want to get in better shape. You want to take better care of yourself. You are fed up of looking in the mirror and seeing yourself fat and out of shape. You are tired of huffing and puffing when you walk. You are tired of not fitting into your clothes. You are tired of being tired all the time and you no longer feel attractive.

You've tried every imaginable diet, pills, starvation method and exercise gadget to help you reduce your weight...and failed. Or you lost the weight only to gain it back – with maybe more. You've become discouraged, disheartened and depressed. You feel like a hopeless case.

The real key to success with weight loss is to stop “trying to lose weight”. Instead, focus on a goal that is positive rather than negative. Stop believing that losing weight is difficult because it isn't – it is easy!

Hypnotherapy and other treatments like EFT and NLP are very effective weight reduction tools and can transform your approach to food, exercise and health. It will allow you to stop dieting and encourage you to begin to take care of yourself in a more positive way by eating healthily and enjoying exercise. It will help you to stop being obsessed about food and enable you to let go of those feelings of failure and guilt. It will enable you to combat food cravings and will teach you to understand your relationship with food and find the triggers that make you overeat.

Our treatments will enable you to start to believe that you can do it - that you too can become slim, confident and energised, just by following a few simple rules and by listening to yourself.

## Weight Reduction

**WARNING: only 2% of people who go on a diet manage to lose weight permanently.**

The trouble with a diet is that as soon as you tell yourself not to eat certain foods, you upset the natural balance of your relationship with them. Rather than wanting it less, that 'forbidden food' instantly becomes more attractive. The inner battle between your positive intention and your resistance to being controlled (even by yourself) can be exhausting. As you begin to make peace with food and learn to listen to the wisdom of your body through Hypnosis, you will learn to be in control of your eating.

As you stop resisting and start to follow your natural instincts about what to eat and when to eat, you may notice your tastes changing. For example, many people fear that if they let themselves eat whatever they want when they want they'll end up living on a diet of chocolate, pizza and ice-cream. However, studies have demonstrated that when you practice eating what you want over time you'll end up eating a well balanced diet. This is sometimes referred to as the 90/10 balance – 90% of your food will be light and nutritionally sound and 10% will be 'fun food'.

What hypnosis does is to reprogram your subconscious mind to change the way you eat and the way you think about food.

If you starve yourself, for instance, your metabolism slows down and your body naturally holds on to fat - it stores the fat because your subconscious mind tells your body that there is a shortage of food. This is part of the human survival strategy.

Remember permanent weight reduction is a long process that can take weeks or months, you will normally lose between 1 and 2 lbs of weight each week. But just think about that for a minute – that can be up to half a stone every month – now that sounds interesting doesn't it?

# Severn Complementary Health

## **One Session - Motivating Enhancement Session (approx 1 hour)**

We have been asked by clients if we could produce a one session hypnotherapy routine. This is primarily for those who have only recently put on weight (say over the last year) and just need a helping hand to get started with losing it.

You will experience the enjoyment of a hypnotherapy session, where you will receive confidence- building and motivating suggestions.

You will also receive an information pack and charts to take away, with which to begin your monitoring.

## **Five Session Weight Loss Programme**

We believe that knowledge is power.

The more you know, the more you are able to make informed decisions.

At each session you will be given an information pack to take away and add to each week, building up your manual for home use.

### **Week 1**

We explain how hypnotherapy can effect weight loss.

You receive tips on how to control cravings.

You are shown how to positively change how you view and think about food.

- By taking the time to talk with you, we collect information concerning the history of your relationship with food.
- It's important that you state your desires and goals; we need to know where we're going.
- We need to be aware of your eating habits, your likes and dislikes.
- We talk about how you have tried to deal with this issue in the past and how successful you were; we don't want to re-invent the wheel.
- What caused any past failures? We need to know how we can protect you so that it doesn't happen again.

You will leave us with a pack containing useful food information and sheets to begin recording your food diary, measurements, thoughts and habits.

This will ensure that the programme, from this point forward, will be tailored especially for **you**.

### **Week 2**

The hypnotherapy treatment begins.

This session concentrates first on encouraging you to choose healthier food, being aware of the size of your stomach, only eating when you are hungry and to stop habitual snacking. The session also instils motivation and determination to succeed with weight loss.

You will take away with you information on foods such as butter, banana, crisps and caffeine. As well as tips for easy healthier eating.

### **Week 3**

This session concentrates on you taking control of your eating habits in order to become the new slimmer you. We explore how you are going to feel being slimmer and having more energy.

We teach you a technique of stopping unhelpful thoughts, moods and cravings.

We teach you another technique of reducing anxiety; making you stronger and producing a more confident 'you' with which to continue your weight loss programme.

This week's information pack is based around exercise: its benefits, myths, as well as unusual ways to do it; you are supplied with information on the importance of sleep and how to love yourself more.

### **Week 4**

A session for looking to the future and seeing this new slim, fit 'you' actually starting to slowly appear.

Instilling further motivation and well being, and reinforcing all that has been learnt so far.

Your info pack will include more tips on how to carry on with healthier eating - **for life!**

### **Week 5**

This session reinforces the lessons learnt so far and encourages you to accept this lifestyle change. Your relationship with food has been transformed, has radically improved.

Your motivation and determination to continue and learn is strengthened.

We teach you a self hypnosis routine that you will be able to use from now on at home.

Your info pack includes different strategies for success, more tips