

## **Hypnosis for Smoking Cessation Pays for Itself in a Matter of Weeks!**

If you feel like you have tried everything and just can't seem to quit smoking or if you find quitting easy, but you keep starting up again, our Hypnotists can help you.

In fact, according to 600 different studies involving 72,000 people - hypnosis is the #1 most effective way in the World to quit smoking (see research below). One-on-one personalized hypnosis is 3-10 times as effective as the patch and 15-20 times more effective than trying to quit on your own.

Hypnosis is completely safe, reliable and quick. Everyone with normal brain functioning can be hypnotized.

Most importantly, 90% of our clients who complete our program quit smoking.

Our Clinical Hypnotists help you reprogram your subconscious mind, which is the seat of all your behaviors, including habits and addictions. That means we can help you kick the habit very quickly and make sure that you don't light up a week from now or a month from now.

Most people succeed with little or no withdrawal symptoms. Research from The National Institute of Health and The Journal of The American Medical Association has shown that hypnosis is more than just a placebo effect.

People are individuals and different people smoke for different reasons. All of our Hypnosis Sessions are one-on-one, private and customized to you and your specific needs. And since we have the most highly qualified therapists trained in different methods of hypnosis, we give you everything you need to succeed.

But don't just take our word for it, let our clients tell you themselves how hypnosis worked for them:

Denise Diaz smoked 3 packs a day for 29 years and was told by her doctor that if she didn't quit she was going to get COPD. She quit smoking without any withdrawal symptoms at the American Hypnosis Clinic and will share her story with you. In addition to that, she was able to face a fear of driving that had debilitated her. Now she's got 5,000 new miles on it and still going!

## **RESEARCH ON HYPNOSIS TO QUIT SMOKING**

### **90.6% Success Rate Using Hypnosis**

Of 43 consecutive patients undergoing this treatment protocol, 39 reported remaining abstinent at follow-up (6 months to 3 years post-treatment). This represents a 90.6% success rate using hypnosis. University of Washington School of Medicine, Depts. of Anesthesiology and Rehabilitation Medicine, Int J Clin Exp Hypn. 2001 Jul;49(3):257-66. Barber J. Freedom from smoking: integrating hypnotic methods and rapid smoking to facilitate smoking cessation.

### **95% Success Rate Using Hypnosis With NLP**

A comparison of hypnosis to quit smoking and hypnosis combined with NLP reported a 95% success rate using hypnosis combined with NLP and 51% using hypnosis alone. Smoke Free Internationals Proprietary Method.- <http://www.smokefreeinternational.com/report.php>.

### **90% Success Rate With Hypnosis**

Authors report a success rate in smoking abstinence of over 90% with hypnosis. MMW Fortschr Med. 2004 May 13;146(20):16. Klager, R. [Article in German] PMID: 15344725 [PubMed - indexed for MEDLINE]

### **87% Reported Abstinence Using Hypnosis**

A field study of 93 male and 93 female CMHC outpatients examined the facilitation of smoking cessation by using hypnosis. At 3-mo. follow-up, 86% of the men and 87% of the women reported continued abstinence using hypnosis. Performance by gender in a stop-smoking program combining hypnosis and aversion. Johnson DL, Karkut RT. Adkar Associates, Inc., Bloomington, Indiana. Psychol Rep. 1994 Oct;75(2):851-7. PMID: 7862796 [PubMed - indexed for MEDLINE]

### **81% Reported They Had Stopped Smoking**

Thirty smokers enrolled in an HMO were referred by their primary physician for treatment. Twenty-one patients returned after an initial consultation and received hypnosis for smoking cessation. At the end of treatment, 81% of those patients reported that they had stopped smoking, and 48% reported abstinence at 12 months post-treatment. Texas A&M University System Health Science Center College of Medicine, USA. Int J Clin Exp Hypn. 2004 Jan;52(1):73-81. Clinical hypnosis for smoking cessation: preliminary results of a three-session intervention. Elkins GR, Rajab MH.

### **Hypnosis Patients Twice As Likely To Quit**

Study of 71 smokers showed that after a two-year follow up, patients that quit with hypnosis were twice as likely to still be smoke-free than those who quit on their own. Guided health imagery for smoking cessation and long-term abstinence. Wynd CA. Journal of Nursing Scholarship, 2005; 37:3, pages 245-250

### **More Effective Than Drug Interventions**

Group hypnosis, evaluated at a less effective success rate than individualized hypnosis (at 22%). However, still demonstrated here as more effective than drug interventions. Ohio State University, College of Nursing, Columbus 43210, USA Descriptive outcomes of the American Lung Association of Ohio hypnotherapy smoking cessation program. Ahijevych K, Yerardi R, Nedilsky N.

### **Hypnosis Most Effective Says Largest Study Ever: 3 Times Effectiveness of Patch and 15 Times Willpower.**

Hypnosis is the most effective way of giving up smoking, according to the largest ever scientific comparison of ways of breaking the habit. A meta-analysis, statistically combining results of more than 600 studies of 72,000 people from America and Europe to compare various methods of quitting. On average – hypnosis was over three times as effective as nicotine replacement methods and 15 times as effective as trying to quit alone. University of Iowa Journal of Applied Psychology How One in Five Give Up Smoking October 1992. (Also New Scientist October 10, 1992) Schmidt, Chockalingam

To schedule your Stop Smoking Session call Dr. Dave Hill, DCH, now at (510) 785-8152.

Maximum Power,

Dr. Dave Hill, DCH

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Hypnosis CD's: <http://www.drdavehill.com/products.html>

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