

SMOKING CESSATION

Many individuals want to stop smoking, but just can't seem to make it to that goal. The physical need for nicotine is actually fairly easy to extinguish. Much harder is the psychological hold cigarettes can have over people. For many, smoking is an automatic response to certain triggers, a habit that gets cemented in the subconscious, forming associations with everyday activities (e.g., driving, going out to eat, etc.) making it harder to derail with conscious thought. Hypnotherapy can help individuals learn to re-associate these triggers with more adaptive behaviors, and break the link between daily behaviors and the need to smoke.

CHRONIC PAIN RELIEF

Chronic pain disables more people than cancer or heart disease, combined. However, it is often undertreated or ignored, or treated with narcotics, to which chronic pain patients often develop a resistance. Its impact can be far- and long-reaching and can cause severe emotional impact on patients and families. Hypnotherapy can help people

- Strengthen coping skills
- Interpret pain sensations differently
- Reduce stress/muscle tension
- Learn distraction/distancing tools

WEIGHT LOSS

When people try to lose weight, many make drastic changes in their eating and exercise habits, which may produce initial results. However, often these changes are difficult to stick with, and people find themselves plateauing, or "rebounding," gaining back even more than they initially lost. People who have a long history of overeating have trained themselves to misinterpret or ignore their own bodies' cues, often overeating automatically, without even being aware of the behavior. Hypnosis can help people uncover the subconscious emotional factors that trigger poor food choices, and help them replace these triggers with positive motivation to reach their goals. Specific goals of hypnotherapy for weight loss include:

- Identifying subconscious eating habits
- Interrupting preoccupation with food
- Recognizing and reprogramming emotional eating triggers
- Increasing focus on weight loss goals
- Learning to read body/ hunger cues
- Improving adherence to exercise regimens

FERTILITY

Stress has long been shown to impact regular body functions. When there is no specific medical cause to infertility, stress is likely to be a major contributing factor. Even when there is a medical reason, the pressure of "trying" multiplies the pre-existing strain of not getting pregnant; each new procedure or attempt compounds this. The deep relaxation hypnosis can provide counters the stress, anxiety, fear, anger, and sadness that result from fertility challenges. Studies have shown increases in responses to fertility treatments when hypnotherapy is used as an adjunctive treatment.

ANXIETY/SPECIFIC PHOBIA

Anxiety (including panic attacks and specific phobias) is generally a fear response linked to triggers (often incidental) or cues, or even the expectation of a cue. The body can learn these triggers so well, that it stops discriminating between cues that signal danger and those that do not. Hypnosis can help people:

- Refocus and distract from panic/anxiety
- Learn to evoke the relaxed state at will to ward off panic/anxiety
- Learn to discriminate cues that actually signal danger from those that do not
- Reframe and remove unwanted associations and re-associate cues with more adaptive strategies.