

Yes, you can stop smoking with the power of hypnosis.

Hypnosis is the original mind and body medicine dating back to before 5000BC. It was Aristotle who said "Before you heal the body its symptoms, you must first heal the mind"

Modern scientific clinical hypnosis is extremely effective in changing habit patterns and this underpinned by the documented research and acceptance by the major medical associations and religions of the world. Clinical hypnosis is widely used in education, psychology, medicine, dentistry, counselling, sports etc.

How does clinical hypnosis work?

Hypnosis is a state of relaxation and concentration at one with a state of heightened awareness induced by suggestion. It's a non-addictive power for good and is a natural manifestation of the mind at work.

Will hypnosis enable me to stop smoking?

Yes! Hypnosis works and it will work for you to help you stop smoking. In essence, hypnosis is a means of communication between the conscious mind and the subconscious mind. Smoking habits and symptoms are controlled by the subconscious mind. Through the use of hypnosis we can access the subconscious mind and remove the unwanted habits.

How does hypnosis help me stop smoking?

Smoking habits are acquired over a long period of time and are activated by the subconscious mind, therefore they can only be deactivated by the subconscious mind. Hypnosis works by giving access to and communicating directly with the source of your addiction. It is the only logical method of dealing with smoking and it usually only takes one session for you to stop smoking.

How will I know I am hypnotised?

There is no such thing as a hypnotised feeling and most clients on completion would say they felt "deeply relaxed and aware". Some may feel a lightness or tingling feeling, others a heaviness while others report that they didn't feel anything. However the one thing people **do** notice is the positive change in their behaviour.

Is hypnosis safe and is there any cause for concern?

Clinical hypnosis is completely safe. Conscious hypnosis is not sleep, therefore you are aware and can respond to the positive suggestions administered during the session.

A person who does not want to be hypnotised cannot be hypnotised or be induced to do or say anything which violated personal standards of behaviour or integrity. Yes, hypnosis is safe and it is a proven ethical therapeutic clinical procedure.

Martin Styles BPharm MPSI ADHP MICHP Hypnotherapist, Psychotherapist Master Practitioner of NLP

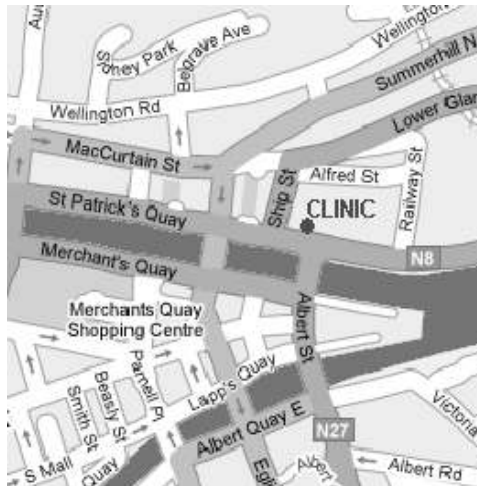
Born in the north of England, Martin worked for nearly 30 years as a community pharmacist, managing pharmacies in both Ireland and the UK before training as a hypnotherapist. His wide experience of dealing with patients on a daily basis over this period of time has given him a unique insight and understanding of people which he brings to his therapy with the enthusiasm and dedication of a life-long healthcare worker. As well as a thorough understanding of both suggestion therapy and analytical hypnotherapy, Martin utilises Neuro-linguistic Programming (NLP) techniques in his work, to assist his clients to achieve rapid and permanent changes for the better in their lives.

Martin holds an honours degree in pharmacy and remains an active member of the Pharmaceutical Society of Ireland. He received his hypnotherapy qualifications from the Institute of Clinical Hypnotherapy and Psychotherapy and the Irish Institute of Neuro-linguistic Programming.

9 Penrose Wharf
Cork City

021 487 6072

www.riversidehypnotherapy.com

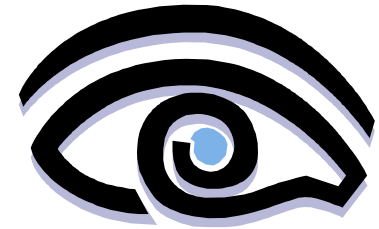


STOP SMOKING

IN JUST ONE SESSION

with Martin Styles, Hypnotherapist

*Are you ready to become
smoke-free
easily and for good?*



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Why do people continue to smoke?

People know that smoking is bad for them and if hypnosis works so well, then why do people continue to gamble with their health, knowing that they could add years to their lives if they quit now, before it's too late?

The simple answer is a big "fear". For example:

- The fear of not being able to relax and of losing control without a cigarette.
- The fear of being irritable, angry, moody and generally too stressed.
- The fear of being haunted by unwanted cravings.
- The fear of putting on weight.
- The fear of losing pleasure, companionship, security and rituals.
- The fear that you need cigarettes to live and cope with life's daily pressures and challenges.
- The fear that you may have to go through pain and discomfort.

You have nothing to fear except fear itself. Be honest with yourself. Look at your fears of becoming smoke-free and you will probably realise that the only fear between you and being smoke-free is your fear of going through the pain of not smoking.

Hypnosis makes it easier to quit the smoking habit

- Hypnosis takes away the cravings we fear.
- Hypnosis removes the feelings of wanting a cigarette.
- Hypnosis helps ease that feeling of needing a cigarette.
- What the subconscious mind can conceive and visualise in hypnosis, you **can** achieve.
- With hypnosis, the feeling of being deprived of a cigarette fades very quickly.
- Usually after just one session of hypnosis, most people will feel more confident and determined that they can and will achieve their goal.

Hypnosis works for good

Hypnotherapy works for smoking cessation because it removes the desire and need to smoke. Therefore you won't need nicotine gum, nicotine patches or stop-smoking pills. There is no need for needles, inhalers or plastic cigarettes. All you have to do for hypnosis to work for you is to relax completely with your eyes closed! Could anything be easier?

With this professional system the majority of clients remain smoke-free.

Free back-up support and reinforcement on CD

During your hypnotic session I will administer powerful hypnotic suggestions to activate your subconscious mind to respond and co-operate reinforcement of the clinical session. The session is recorded for use at home. Once you have achieved success in our stop-smoking programme it is essential to reinforce the programme that led to the cessation of the habit.

Remaining smoke-free is a skill that you will learn in the clinic and like any skill, it needs to be practiced to gain mastery.

Most people become smoke-free in just one session

The reason I have such a high success rate is because hypnosis works for good and the back-up support is our professional testimony that most people leaving the clinic are smoke-free in just one session.

How much does it cost?

The single session of therapy is approximately 90 minutes to two hours in length, and costs €250, including a free CD recording to be used for reinforcement at home. If a further session is required, one is provided free of charge, with further "booster" sessions costing €70 if needed.

The single session is highly effective for light to medium smokers. Heavy smokers are recommended to undergo analytical hypnotherapy, which is more suitable as it identifies and removes the "root cause" of the desire to smoke. See brochure for details or visit....

www.riversidehypnotherapy.com



Who are the ICHP?

Since the approval of clinical hypnosis in the 1950's by the American Medical Association, hundreds of ethical associations have been training their members in hypnosis. Millions of people have found hypnosis to be an effective way to stop smoking, lose weight and to change their lives.

The Institute of Clinical Hypnotherapy and Psychotherapy was established in 1979. For more than 25 years its members have dedicated themselves to the research and development of hypnotherapy. All our members are examination qualified and have obtained diplomas and advanced diplomas in clinical hypnotherapy and psychotherapy. So, you can be assured that you are getting the best that hypnosis has to offer.

If a client has any genuine cause for concern then they have immediate access to the ICHP Legal & Disciplinary Procedures Committee. Firstly they should produce a detailed outline of their grievance in writing and forward it the ICHP HQ – Therapy House, 6 Tuckey Street, Cork City - enclosing all relevant information regarding their complaint.

The Approach

My approach combines the very best of traditional hypnosis and neuro-linguistic programming (NLP) which gives this stop-smoking programme an extremely high level of effectiveness.

"Change your mind and keep the change"