

**Expert Hypnotherapy London**

# You Can Stop Smoking Now!

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A fast natural and effective way to lasting change

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## Your Therapist

### **Bill Hard**

Dip. Nursing (London)

Dip. Clinical & Advanced Hypnotherapy

HPD

Dip HT

NLP Practitioner Diploma UK Academy of Therapeutic Arts and Sciences

Certified Hypnotherapist (NGH \_ USA)

Board Certified Hypnotherapist (NGH USA)

Certified Instructor (NGH)

MNCH Lic.

NHS Provider Number 431714

Bill's grounding in helping people change started in the early eighties when he took on the challenge of running a family support unit providing respite care and clinical support for children with learning disabilities and challenging behaviours.

His work included coaching families and training staff to help the families in their daily lives. This led onto working as a trainer and coach within the NHS, coaching and training all staff groups in relationship building and communication skills.

During the next ten years Bill taught meditation regularly leading classes, longer courses and residential retreats. During this time he worked in the Charity sector focusing on organizational development. He also developed a highly successful series of creative communication workshops bringing together insights from his perspective as a meditation teacher and his work as a professional coach and trainer.

Since 2000 Bill has worked as a freelance management consultant and executive performance coach. He now specialises in clinical **Hypnotherapy** to assist people to make powerful changes in their life.

Bill continues to do work for the NHS in Oxfordshire, running Stress Management and Assertiveness courses as well as taking referrals from the Occupational Health Service.

**Call now on 07976 613016 for an informal chat or email**

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# History of Hypnosis

Hypnotic or suggestive therapy has been used as a healing technique since the beginning of history. References to it can be found in the bible. It was of prime importance in the 'sleep temples' of ancient Greece, which were places of pilgrimage and healing. In the middle ages, belief in miraculous cures associated with religious shrines was widespread. Touch and prayer brought about healing.

During the 18th century, the theory of 'magnetism' was developed. Franz Anton Mesmer argued that the planets influenced mankind through their magnetic effects on the 'fluid', which occupied all space. He discovered that he could induce people into a trance like state and concluded that he himself must be some kind of a magnet, hence the term 'Animal Magnetism'.

This idea was soon discredited by a French royal commission, which found that the magnetic fluids did not exist. James Braid re-examined Mesmerism in the 19th Century and reached similar conclusions. It was he who coined the term 'hypnosis' for the induction of a trance like state through simple suggestion.

In the early part of the 20th century, hypnosis was used almost exclusively by stage hypnotists. This projected a hopelessly distorted view of this very powerful therapeutic tool. However, in 1955, the British Medical Association endorsed the practice of hypnosis in Medical School education, since then it has become a valuable addition to conventional medical treatment.

## What is Hypnotherapy?

Hypnotherapy is a powerful natural and safe state of directed awareness. It is a way of helping people to communicate simply and directly with their own unconscious mind.

It cannot be emphasised enough that the person being hypnotised is always aware of what is happening to them and is in complete control at all times. If you have been put off because of seeing stage hypnotists getting people to do crazy things, rest assured that those people *wanted* to do whatever they did. It is one of the fundamental principles of Hypnosis that you can't get people to do things they don't want to do or things that go against their fundamental moral code.

I have no personal interest in stage hypnotism, and only use hypnosis for therapeutic purposes.

Many people who are hypnotised will say afterwards that they weren't sure if they had been hypnotised. This is because what most people experience is a relaxed pleasant state something like daydreaming where the therapist's voice guides them to utilise their own resources to achieve their goals. We experience 'trance' states all the time in our daily life, if you have ever driven somewhere and not really noticed yourself driving, that's an example of a natural 'trance' or likewise if you have ever been so engrossed in a book that you were reading that you didn't hear someone speaking to you!

Hypnotherapy is a two way process in which the *client sets the goals and outcomes* and the therapist helps them access their own inner resources to achieve them.

Hypnotherapy is usually a fairly brief process; it doesn't take years or in most cases even months of being 'in therapy'. It is focused on solutions and positive change and teaching the client how to be in better communication with the parts of themselves that will help them make the changes they want.

### **Common Questions and Concerns:**

Q. Will I put on weight?

A. No, the treatment will be structured to ensure that you don't substitute food or anything else for cigarettes.

Q. Will I need strong willpower?

A. No. Willpower is very useful for short term change, but actually can be counterproductive when trying to change a long standing habit. This is because in order to know what you are not going to do (i.e. smoke) you have to think about it! Constant awareness of 'trying' not to smoke makes it almost inevitable that people will give in to the old impulse.

Q. Will I be able to mix with my friends who still smoke?

A. Yes. The treatment will be structured so that you will be able to remain a happy non-smoker whether you're working or socialising with others who still smoke.

Q. What happens if I become grumpy or irritable?

A. This is unlikely as the treatment removes the desire to smoke. However if you did notice this you can come back for a free top up session to help overcome this problem.

Q. Should I use nicotine patches?

A. No. The nicotine will be completely gone from your body in around forty eight hours, so why re-introduce this highly toxic substance back into your body?

Q. What's the success rate like?

A. There is a lot of evidence to support the effectiveness of Hypnotherapy in this area (see p11). It is difficult to quote reliable statistics unless as part of properly researched trial, and some would say potentially misleading. However at Expert Hypnotherapy London we are confident of being effective. If we don't believe this method will work for you we will tell you at the outset and there will be no charge. If you need support for any reason you can come back for free top up sessions

## ***Harmful Effects of Smoking***

- Tobacco kills 10,000 people EVERY DAY worldwide (3.6 **million** per year). Tobacco is expected to be the biggest single cause of death in the world in the next 25 to 30 years.
- Smoking kills 400,000 people a year in the United States alone, that's almost 1,100 every day. The figures for the UK are around 121,000 people a year, or approximately 330 per day. Approximately 38% die of cancer, 28% die a slow and agonizing death from chronic lung disease and emphysema, and the other 34% die of heart disease and other circulatory problems.
- If you put just 1/60th of a gramme of nicotine on your tongue, you would be dead within ten minutes.
- Tobacco companies are well aware that it is mainly young people who start smoking. It is for this reason that they target their advertising towards young people wherever they can. They know that they have to attract a given number of new smokers every day, to counteract the number of people that die due to smoking.
- Parents smoking directly causes asthma, coughs and wheezes and even middle ear infections in children.
- Teenagers are more than twice as likely to smoke if both their parents smoke.
- Smoking during pregnancy causes babies to be born with a reduced birth weight. Around 4,000 babies a year, in the United States alone, die directly as a result of their mothers smoking during pregnancy.
- A UK smoker who smokes around 30 cigarettes per day, will spend around £2,600 per year on the habit.
- Feline lymphoma is a form of cancer affecting cats that live in homes where people smoke.
- In affluent countries, smoking is one of the most common causes of blindness.
- Following surgical operations, smokers will find that their wounds take longer to heal than non-smokers, due to the collagen fibre levels in the body being depleted. Smokers may also find that their healing wounds may be prone to rupture. This can often prove to be fatal, especially in cases of bowel surgery, for example.
- Pneumonia, collapsed lungs, and other such complications of complete anaesthesia, are **four times** more likely in smokers than in non-smokers.
- Thromboses of the heart and brain are the most common causes of sudden death. Smokers are very susceptible to thromboses, on average developing the disease some **ten years** before non-smokers.
- Women, who smoke during pregnancy, increase the child's likelihood to die during childbirth, to **double** that of a non-smoking mother. Should the child survive childbirth, it is also **twice** as likely to die during its early years, and **twice** as likely to die of sudden infant death syndrome ('SIDS' or 'cot death').
- Newborn babies who breastfeed from mothers who smoke, have as much nicotine in their blood as their mothers do.
- The risk of brain haemorrhage is highest in women smokers, and is even higher if she also takes the contraceptive pill.
- Smoking is one of the major causes of male impotence, increasing the risk of erectile dysfunction by some 50%, and affecting as many as 120,000 males in the UK alone. It has been reported that a male experiencing erectile dysfunction, should take this as a warning that blood vessels are being damaged, and this includes the blood vessels in and around the heart

## ***Reasons to Stop***

If you've just read through the list opposite, I'm willing to bet that you already knew many of those facts. I am also willing to bet that they won't have helped you stop. They may have made you feel bad though! Feeling bad may have increased your stress response and made you reach for your cigarettes!

It's important to understand the risks of smoking, but the problem for you stopping smoking is that these facts primarily address the rational mind. I am fairly certain that you did not sit down and take a rational decision to start smoking, so a rational decision to stop is likely to be hard work.

If you think that stopping smoking is depriving you of something, then it is just a matter of time until you start again. Hypnotherapy can help deal with the psychological addiction of smoking. When quitting smoking, it is best not to dwell on negative aspects such as ill health but instead, to aim for positive outcomes such as good health, fitness, freedom and energy. So that's it! A tricky few days and then a lifetime of freedom. You will start to experience:

- Your body fitter, healthier, stronger, reaching its full potential.
- Far more energy, no more being tired and lethargic all day long.
- Freedom and relief, ...no longer a slave to cigarettes, no longer caught in a vicious circle which is silently killing you.
- Blood pressure falling or moving nearer to normal (one of the first physiological changes),
- Skin much healthier and younger looking.
- No longer facing the 1 in 3 risk of being one of the 120,000 who die needlessly and often painfully of smoking related illness every year in the UK. A large proportion dying in middle age or younger.
- Richer by £1 500 per year for the average smoker (=20 a day at £4.20)
- Libido higher
- More in control of your life

Expert Hypnotherapy London can help most people stop smoking with one session. You are given a stop smoking tape or CD to take away. The cost is £150, including free top up sessions. Far cheaper than the alternative of continuing to smoke and damage your health. For someone smoking 20 a day they will get back the £100 within 5 weeks!

Quitting smoking ***should not be difficult or unpleasant*** Nicotine is a difficult substance to go without it is true however after a few days it is gone and most smokers agree that quitting smoking is difficult for a few days but very achievable.

Also the benefits to your health are almost immediate!

## Health Benefits

After 20 minutes	<ul style="list-style-type: none"> <li>• Blood pressure returns to normal</li> <li>• The temperature of your hand and feet return to normal as circulation increases</li> <li>• Your pulse rate slows back to normal</li> </ul>
After 8-10 hours	<ul style="list-style-type: none"> <li>• Oxygen levels in your blood return to normal</li> <li>• Carbon monoxide levels have halved</li> </ul>
After 12 - 24 hours	<ul style="list-style-type: none"> <li>• The chance of a heart attack decreases</li> </ul>
After 1 day	<ul style="list-style-type: none"> <li>• Carbon monoxide levels have returned to almost normal</li> <li>• Coughing may increase as the lungs begin to clear themselves of fluid and solid waste</li> </ul>
After 2 days	<ul style="list-style-type: none"> <li>• The nicotine in the bloodstream is almost gone</li> <li>• The sensations of taste and smell will have dramatically improved</li> <li>• Damaged nerve endings begin to repair</li> </ul>
After 3 days	<ul style="list-style-type: none"> <li>• The respiratory system starts to function more efficiently</li> <li>• Oxygen is easier to obtain, thus increasing energy levels.</li> <li>• Breathing becomes easier as the bronchial tubes begin to ease</li> </ul>
After 4 days	<ul style="list-style-type: none"> <li>• You may feel hungry, as your body has an increased ability to produce energy!</li> </ul>
After 1 week	<ul style="list-style-type: none"> <li>• Sleep patterns should return to normal</li> </ul>
Over the coming weeks and months. . .	<ul style="list-style-type: none"> <li>• The respiratory system continues to improve, and lung function returns</li> <li>• Circulation continues to improve</li> <li>• Exercise becomes easier</li> <li>• The lungs become better at cleaning themselves, thus reducing the risk of infection</li> </ul>
After 1 year...	<ul style="list-style-type: none"> <li>• The risk of a heart attack is around 50% of that of a smoker.</li> </ul>
After 5 -10 years...	<ul style="list-style-type: none"> <li>• Risk of lung cancer falls gradually, eventually down to about 50% of that of a smoker.</li> <li>• Risk of mouth cancer reduces to half that of a smoker</li> </ul>
After 10 -15 years...	<ul style="list-style-type: none"> <li>• The risk of a heart attack falls to roughly the same as a lifelong non-smoker,</li> <li>• The risk of a stroke returns to that of a non-smoker</li> </ul>

## ***How Well Does it Work?***

To help answer this question, the respected scientific publication *'New Scientist'*\*, reporting on research carried out on over 70,000 people, which showed hypnosis to be the most effective way to give up the smoking habit.

Getting help to stop smoking with hypnotherapy / hypnosis, was found to be 300% as successful as nicotine replacement therapy, and 500% as successful as just will power *alone*.

Below is a snapshot of results from research into smoking cessation conducted since the early 90's:

- Single Session of Hypnotherapy 60%
- Exercise and Breathing Therapy 29%
- Acupuncture 24%
- Nicotine Gum 10%
- Will Power alone 6%
- Nicotine Patches plus seeing a counsellor 20%
- Aversion Therapy 25%
- Suggestion Hypnosis (Cassette Tapes) 30%

As you can see at Expert Hypnotherapy London you will receive two of the above methods, i.e. a single session of hypnotherapy and that is then backed up with a CD or tape. And if this doesn't work first time you get free top up sessions!

You sometimes see claims of 95% success rates but these are difficult to verify. Most people who genuinely want to stop and aren't just responding to pressure from family or friends or approaching hypnotherapy with a 'lets test it out' attitude will stop with one session.

The reason we emphasise one session is because that is what works best for *most* people. However some people may need extra support if, for example a sudden period of extra stress kick starts the old habit. This isn't failing its just needing a bit of extra support! I am only satisfied when you have stopped smoking and know that you have stopped smoking forever!

## ***What Will Happen?***

At the time of the appointment I will start by taking a history of your smoking. This will be combined with a chat about why you have decided to stop and how that will benefit you.

I will explain the whole procedure and you can ask any questions you want to about Hypnotherapy and how it works etc. You are welcome to bring a friend along for moral support if you want to!

The session itself will consist in you relaxing in a chair and listening to my voice as you drift into what you might think of as a relaxing daydream. You will always be aware and in control of what is happening to you. The session itself will take approximately 45 minutes. It's best to allow one and a half hours for the session in total. Each session is uniquely tailored to you and therefore some people may need slightly longer than others.

At the end of the session you will be given a tape or CD, which you will be asked to listen to everyday for at least two weeks. You will also receive a useful booklet of hints and tips to help you in your new life as a non-smoker.

Most people find this a very relaxing and really enjoyable session!

## **What Other Conditions Can Hypnotherapy Treat?**

Modern hypnotherapists use hypnosis to treat a variety of psychological and somatic problems. Medical issues can also be dealt with using hypnosis, but this is only undertaken by a physician or under a physician's referral/supervision. Hypnotherapy can be used in the effective treatment of:

### **Thoughts and Ideas**

People can suffer from thoughts of low self-esteem, or obsessive thoughts about someone or something. They may not be able, for example to get out of their minds the idea that they are suffering from an illness, despite medical reassurance, or that a partner is unfaithful. HYPNOTHERAPY can help the client to change such ideas.

### **Fears**

People often experience an irrational fear of a variety of insects, animals, objects or situations and HYPNOTHERAPY is particularly renowned for its effectiveness in assisting sufferers to overcome these distressing and inhibiting conditions.

### **Feelings**

People can suffer from a wide variety of distressing feelings such as panic attacks, anxiety, jealousy, guilt, anger or inadequacy. Whatever the problem feeling, HYPNOTHERAPY can deal with it more specifically than can a drug — and without harmful side effects.

### **Habits**

People can find themselves in the grip of many habits that they seem unable to control, from something like nail biting or smoking to more deep-seated compulsions. HYPNOTHERAPY, using hypnotic techniques, can help to remove habits with precision and again, with a total freedom from side effects.



## Part of the Brookhouse Group

Clients like to know about the ethics and values of a practice before entrusting themselves to therapy

### Our Practice

**Brookhouse Hypnotherapy was established in 1989 and is one of the most successful therapeutic practices in the UK. From its Manchester base it was decided to make the practice into a national practice having offices in various centres in the UK, some staffed by Dr Shaun Brookhouse, others staffed by clinicians trained or personally approved by him. The experience of the practitioners at Brookhouse Hypnotherapy mean that you can consult a therapist at one of our centres with confidence.**

**In addition to its clinical work, the senior members of Brookhouse Hypnotherapy also train therapists, coaches and supervisors. This is done through The Washington School of Clinical and Advanced Hypnosis and The UK Academy of Therapeutic Arts and Sciences Members of Brookhouse Hypnotherapy Group are active in the hypnotherapy profession. Shaun as Chairman and Fiona Biddle as Executive Director of the National Council for Hypnotherapy. The National Council for Hypnotherapy one of the oldest established hypnosis societies in the UK. Shaun is also the International Affairs Officer and is on the Board of Advisors of the National Guild of Hypnotists, the largest and oldest hypnosis society in the world.**

## Schedule of Fees & Registration

Bill Hard's schedule of fees is as follows:

£150 per session for Special ONE Session Smoking Cessation Therapy  
(to include cd or tape, support booklet and free follow up sessions if necessary)

(£50 per session — for all other treatment areas, allow approximately one hour)

Payment may be made by either Cash or Cheque. Payment is due at the time of the appointment.

Consultations are by pre-arranged appointment only.

The phone will always be answered by Bill in person, or if he is occupied the answer phone will respond to all calls.

If you choose to leave a message, this will be responded to as soon as possible. Please wait for the tone, and then speak slowly and clearly, repeating your telephone number.

**Please feel free to call for an informal, no obligation chat! 07976 613016**

**Appointments are available in Oxfordshire.**

## THE NATIONAL COUNCIL for HYPNOTHERAPY

The National Council for Hypnotherapy holds one of the largest registers of independent Hypnotherapists in the United Kingdom and strives to maintain the highest standards among its members.

The **NATIONAL COUNCIL for HYPNOTHERAPY**, the largest Hypnotherapy register mentioned in the recent Exeter University report on Complementary Medicine (Second Edition) is striving to meet ALL the guidelines suggested by this report for the regulation of Complementary Medicine. Via the UK Confederation of Hypnotherapy Organisations, we are actively involved with the Foundation for Integrative Medicine and the future of the profession.

There is an agreed Code of Conduct, an established Complaints & Disciplinary Procedure and all members are obliged to maintain comprehensive Public Liability & Professional Indemnity Insurance.

**National Council for Hypnotherapy Ltd**  
**PO Box 5779, Burton on the Wolds, Loughborough LE12 5ZF**  
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**For a free informal chat call Bill on**  
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