

## Our Unique Approach

Since the American Medical Association (AMA) and the British Medical Association (BMA) approved the use of clinical hypnosis in the 1950s, thousands of people have found hypnosis to be an effective way to stop smoking, lose weight, and otherwise improve their lives.

Of course, there are varying degrees of success with hypnosis because much depends upon the skill, experience, and general competence of the individual hypnotherapist—as well as the techniques being used by them.

The beauty of our unique approach is that we use the best of traditional hypnotherapy techniques and combine them with the new science of Neuro-Linguistic Programming (NLP), which takes hypnosis to an even greater level of effectiveness.

Neuro-Linguistic Programming is the study of excellence and success. It is one of the tools Olympic & other athletes use to ensure outstanding performance. It will work for you as it works for them. The only difference is that you have a goal become a non smoker easily, rather than a sporting goal.

One of the reasons why it's not painful or difficult to stop smoking with our method—in fact, one of the reasons why it's so easy—is that we transfer the pleasure derived from smoking to a healthier habit of your choice (e.g. exercise, drinking more water, or relaxation).

This is the reason why, with us, there is **NO** unwanted weight gain or other problems associated with kicking the habit—the only side-effects are an increase in health, wealth, and freedom.