

**Yes, you can achieve your ideal weight with the help of hypnosis.**

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

Modern Scientific Clinical hypnosis is extremely effective in changing habit patterns and this is 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 it's a natural manifestation of the mind at work.

#### **Hypnosis works, but will Hypnosis enable me to achieve my ideal weight? Yes!**

Hypnosis works and it will work for you to help you achieve your ideal weight. In essence, hypnosis is a means of Communication between the conscious mind and the sub-conscious mind. Weight increasing/decreasing habits and symptoms are controlled by the Sub-conscious mind. Through the use of hypnosis we can access the sub-conscious mind and remove the unwanted habits.

#### **During a Clinical session, 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". Others may feel a lightness or tingling feeling, others feel a heaviness while others report they didn't feel anything. However one positive side effect that people 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 violates personal standards of behaviour or integrity. Yes, hypnosis is safe and hypnosis is a proven ethical therapeutic clinical procedure.

#### **How does Hypnosis help me achieve my ideal weight?**

Our habits that cause weight increase/decrease 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 and hypnosis works by giving access and the ability to communicate directly with the source of your habits. It is a logical method of dealing with weight control and it usually only takes one session for you to start achieving your ideal weight.



#### **DANIEL MADDEN**

DANIEL MADDEN HAS OVER FOUR YEARS EXPERIENCE WORKING VOLUNTARILY OFFERING EMOTIONAL SUPPORT TO PEOPLE USING RAPPORT BUILDING ACTIVE LISTENING TECHNIQUES. HE RECEIVED HIS ADVANCED DIPLOMA IN CLINICAL HYPNOTHERAPY FROM THE ICHP.

THE INSTITUTE OF CLINICAL HYPNOTHERAPISTS & PSYCHOTHERAPISTS (ICHP) IS A ORGANIZATION WHICH PROMOTES THE ETHICAL USE OF HYPNOSIS TO HELP PEOPLE FIND AND USE THEIR OWN INTERNAL RESOURCES FOR POSITIVE AND PERMANENT CHANGE. DANIEL MADDEN IS A MEMBER IN GOOD STANDING WITH THE ICHP.

**Hypnosis works for good and it lasts**

**Hypnosis works and most people just need one session for results**

**Visualise yourself at your ideal weight**

**Hypnosis: make it a lot easier to achieve your ideal weight!**

**Take action now, just telephone  
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email**

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**Minors under 18 must be accompanied by an adult**

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### Why do people continue with unhealthy lifestyles?

People know that an unhealthy lifestyle is bad for them and if hypnosis works so well, then why do people continue to gamble with their health, knowing they could add years to their lives if they started being the benefits of a healthy lifestyle before its too late?

The simple answer is a big "fear". Let me give you some examples:

- The fear of feeling deprived of tasty food.
- The fear of being hungry all the time.
- The fear of being haunted by unwanted cravings.
- The fear of losing that "protective" bulk.
- The fear of losing pleasure, companionship, security and rituals.
- The fear that you need comfort eating 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 achieving and maintaining your ideal weight and you will probably realise that the only fear between you and being the person you want to be is your fear of lifestyle change.

### Hypnosis Makes it Easier to Live a Fulfilling, Healthy Lifestyle

- Hypnosis helps take away the cravings we fear.
- Hypnosis removes the feelings of wanting that sugary snack.
- Hypnosis helps ease that feeling of needing a snack.
- Yes, what the subconscious mind can conceive and visualise in hypnosis, you can achieve.
- Yes, because with hypnosis, that feeling of being deprived of a snack fades very quickly.
- Usually after one session of hypnosis, most people will feel more confident and determined that they can and will achieve their goal.
- Yes, that they have simply gained a fulfilling healthy life style, while thoroughly enjoying food and with hypnosis it was all very easy.

If any member of the general public has a genuine cause for concern, the client at all times has the right of recourse to the Institute of Clinical Hypnotherapy & Psychotherapy Complaints, Disciplinary and Ethical Committee at ICHP Headquarters, Therapy House, 6 Tuckey Street, Cork City.

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### Hypnosis Works for Good

ICHP Weight Control works because it removes the desire and need to overeat. Your lifestyle change will be so easy for you, because when all of your mind wants to achieve your goal, it seems to happen automatically. All you have to do for hypnosis to work for you is to relax comfortably with your eyes closed - could anything be easier.

With our professional system the majority of clients keep their healthy lifestyle, because they enjoy it more than their previous lifestyle.

### Free Back-up Support and Reinforcement

During your hypnotic session we will administer powerful hypnotic suggestions to activate your sub-conscious mind to respond and cooperate with reinforcement of the clinical session. This pre-recorded weight control session will reinforce the programme. Once you have achieved success in our Weight-Control Programme it is essential to reinforce the programme that led to the change of lifestyle.

### Free Follow Up Session

A free one hour follow up session is offered at a date and time agreed with you, for you to use any way you wish.

### Reinforcing your Weight Control

Maintaining your healthy lifestyle is a skill that you will learn in the clinic and, like any skill, needs to be practiced to gain mastery.



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### Most People Change Their Habits in Just One Session

Hypnosis works for good, and most people have healthy new lifestyle habits after just one session of hypnosis.

### Who are the I.C.H.P

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, control weight and to change their lives.

The Institute of Clinical Hypnotherapy and Psychotherapy was established in 1979. Over the past thirty one years it has dedicated itself to the research and development of Hypnotherapy. All our members are examination qualified and have obtained Diploma's and Advanced Diploma's in Clinical Hypnotherapy and Psychotherapy. So, you can be assured you are getting the best that Hypnosis has to offer.

### Our Approach

We in the ICHP have combined the very best of traditional hypnosis and Neuro-Linguistic Programming (N.L.P) which gives our weight control programme an extremely high level of effectiveness.

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