

HYPNOTHERAPY

Have you ever been so involved with a task that you have lost track of time?

Have you ever driven from one place to another and arrived safely, but not remembered the journey?

Have you ever read a book and become so involved with the plot you can see scenery and hear characters speak?

Have you ever day-dreamed?

These are everyday examples of an altered state of awareness. Hypnosis is another example of an altered state of awareness one which can be used for self help.

It is a perfectly natural state which occurs between being fully awake and fully asleep. In the clinical setting hypnosis is usually accompanied by a pleasant state of physical relaxation which in itself is beneficial, especially in the symptoms induced by or aggravated by stress. The term Hypnotherapy means the use of hypnosis for the treatment and relief of a variety of somatic and psychological symptoms.

It is important to note that no one can be hypnotised against their will and no one can be forced to do things while under hypnosis that they do not want to do. During hypnosis, you will be aware of what is happening: most people do not "feel hypnotised." remaining in complete control.

Su Ricks-McPherson has earned

- BA(Hons) in History and Social Biology
- Diploma in Clinical and Advanced Hypnosis
- Diploma in Hypnosis and Psychotherapy
- NLP Practitioner
- NCH Senior Clinician Status
- Hypnotherapy Practitioner Diploma
- Certificate in Hypnotherapeutic Supervision
- Certified Instructor - National Guild of hypnotists



Su has been in the therapeutic profession since 2004 and is a qualified clinical supervisor and hypno-psychotherapist. She served as Executive Director of the National Council for Hypnotherapy from 2006 to 2008 and was received the NCH 2008 award for Researcher of the Year for her work on anxiety.

Su is a Candidate in Training with UK Council for Psychotherapy, full accreditation being awarded following 4 years of practice and CPD training in psychotherapy.



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Stop Smoking with Hypnotherapy

The most effective way*

Do you wish to stop smoking? Most smokers do, and most have tried before.

It isn't easy to stop.... or is it?

Using hypnosis, with an experienced and well-trained therapist, you may well find that it is easier than you ever imagined.

Su Ricks-McPherson
Hypnotherapy, Psychotherapy, Reflexology

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Stop Smoking with Hypnotherapy

*the most effective way?

New Scientist vol 136 issue 1845 p6

To find the most effective method to stop smoking Frank Schmidt and research student Chockalingham Viswesvaran from the University of Iowa conducted a meta-analysis, utilising the results of more than 600 studies totalling nearly 72,000 people. The results, which were published in the Journal of Applied Psychology and included 48 studies of hypnosis covering 6000 smokers, clearly showed that hypnosis was three times more effective than Nicotine Replacement Therapy.

Is the time right for you to become a non smoker?

Hypnosis is a natural, normal process that enables change to be made quickly and completely.

The therapist will work with you, tailoring their treatment to your needs to enable you to become a non-smoker. It is a positive process you've probably had enough of the negative messages surrounding smoking!

You'll be given a follow up CD to listen to at home which will help consolidate the changes you have made.

Frequently Asked Questions

Q. Will I be aware of what is happening and will I remember everything?

Yes to both questions!

Q. Will I lose control? *No. You remain fully in control at all times – your therapists goal is to empower you to get the results you want, not to control*

Q. What is your success rate? *We are not ethically allowed to quote statistics, but all Brookhouse Hypnotherapy consultants monitor their results to ensure they are offering the best service.*

Q. Do you guarantee success? *It is never possible to guarantee human behaviour, but we will do all we can to help you achieve your goals*

Q. Will you make me feel sick when I think of smoking? *No, we use only positive suggestions—you had the best aversion therapy you will ever receive with your first cigarette (it probably made you feel quite ill!) why use this technique when it clearly is not effective for you?*

Why stop smoking with hypnosis?

You already know all the reasons why stopping smoking is a good thing for you to do (health, money, the smell, non-smoking places..), so we won't go into that again. Here are some reasons why hypnosis may be the way for you to achieve this:

- ✓ hypnosis is a pleasant, relaxing experience during which you are completely in control
- ✓ your therapist can guide you towards the goal that you desire
- ✓ with hypnosis, you will be able to be a non-smoker without gaining weight
- ✓ you can be confident in your therapist's experience and commitment to you
- ✓ instead of sacrificing something you like doing, you will be helped to feel free from something that just isn't wanted any more