

## Putting Your Best *Food* Forward Using Hypnosis



**Have you ever heard the phrase; *diets don't work*?**

You probably have but that doesn't stop you and millions of others from trying the latest and (supposedly) greatest diet. **It's not unusual that weight can come off but it *IS* rare that it stays off and eating habits change.**

This is especially true at midlife because that is when the weight sticks more, even for those who didn't previously have a weight problem. This is particularly upsetting because getting older does not preclude wanting to look good.

**What if I told you that hypnosis plus a good meal plan is the way to lose weight AND keep it off?**

**It's not that hypnosis is a magic spell and, *presto!*, the weight is gone. It's more that it makes it easier to do what's necessary to finally lose the weight. It**

helps you to stay on your meal plan, control cravings and be motivated to exercise.

It's important to know, however, that it does require effort on your part. But the good news is that you will enjoy the effort because you will feel more control and mastery.

So how does it work?

**What it does is communicate with the subconscious mind to change the way you *think* about food and eating.** So, instead of using food as an emotional balm, it becomes what it should be... the solution to physical hunger. New behaviors are developed which aid in dealing with emotions and life in general. It allows you to learn to be more calm and relaxed in your approach to life. In effect, it becomes about much more than losing weight.

**One of the strongest features of hypnosis for weight loss is that, unlike diets alone, the weight does not usually return. That's because the change happens at a deep, emotional level and becomes part of a more self-realized you.**

Of course, hypnotic weight loss isn't just anecdotal; an analysis of five weight loss studies reported in the Journal of Consulting and Clinical Psychology in 1996 showed that the "...weight loss reported in the five studies indicates that hypnosis can more than double the effects" of traditional weight loss approaches.

In a typical first session the client and hypnotherapist talk about the client's goals, their background, what their triggers are, what food plans they like, and what their body type is. From this a custom approach is formulated which is tailored to the client's needs. We are all different and it follows that the hypnosis be unique to the individual.

**Here's the bottom line: Hypnosis can make weight loss possible even when it may not have been possible before. If you'd like to know more about it please feel free to call for a free consultation (510-676-1460).**

*By the way, I am increasingly doing hypnosis and EFT sessions online using Zoom. The amazing thing is that it works as well as in person but eliminates the headache of traffic and finding time in your life for wellness.*