

Attention: Lifestyle / Medical Editor
For Immediate Release

Unlocking the Subconscious Mind to Quit Smoking, Lose Weight!
Hypnotherapy Treatments Can Change Lives in Just One Visit – with a 75% Success Rate!

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HUNTINGDON VALLEY, PA (September 20, 2007): The fully-conscious human brain has the power to build spaceships, transplant organs, and map complex genetic codes – but often struggles with issues of addiction and unhealthy habits. The unconscious, or subconscious, part of the human brain, however, has the power to modify unwanted behavioral patterns – such as smoking or overeating – in just one hour of treatment. The process is called hypnotherapy, and one of the profession's leading experts is Dr. Bruce Eimer.

"After interviewing a patient and developing an individualized treatment plan, I can help *any* motivated person immediately stop smoking or begin losing weight," Dr. Eimer said from his medical psychology offices at Alternative Behavior Associates in Huntingdon Valley, Pennsylvania. After providing information and reframing his patients' thinking about cigarettes and food, Dr. Eimer – using his calming voice – induces a hypnotic trance through the power of positive suggestion and deep relaxation. "Once a patient is deeply relaxed, the doorway to the subconscious mind is opened and essential information can then be provided. Because the suggestions are given at a time when the patient's mind is open and receptive, the suggestions stick. The mind holds onto these suggestions subconsciously as the person works on their own problems after he or she leaves the doctor's office."

Dr. Eimer reports a 75% success rate for patients motivated to make changes in their lives.

Dr. Eimer believes that our deep-rooted cravings to eat compulsively or chain-smoke are examples of unhealthy ways our subconscious tries to diminish anxiety. "The hypnotic suggestions administered help patients find alternate ways to respond to cravings that still diminish anxiety while also bolstering self-control and self-esteem," he said. "We deliberately interrupt the trains of thought that lead to lighting up a cigarette or overeating. Hypnosis works best with people who are willing and motivated, but it is no guarantee, of course. Success still depends on the skill-level of the hypnotherapist and the dedication of the patient. But in my professional opinion, hypnotherapy can be a vital tool in correcting unhealthy behavior and helping people enjoy long and happy lives."

Over the past 20 years, Dr. Eimer has helped thousands of patients stop smoking and lose weight using his hypnotic and behavioral psychology techniques. He's currently a Fellow with both the American Society of Clinical Hypnosis and the American Academy of Cognitive and Behavioral Psychology.

To interview Dr. Eimer, please call 215.947.7867, or e-mail dr.eimer@hypnosishelpcenter.net.

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About Dr. Eimer and Alternative Behavior Associates: *Dr. Bruce N. Eimer, Ph.D., A.B.P.P., is a board certified licensed clinical psychologist who specializes in hypnotherapy treatments for smoking cessation, weight loss, and more. Helping thousands of people for over 20 years, Dr. Eimer's breakthrough hypnotherapy techniques have led to his authoring six published books and numerous professional articles. Dr. Eimer is a Fellow with both the American Society of Clinical Hypnosis and the American Academy of Cognitive and Behavioral Psychology. For more information, please visit www.hypnosishelpcenter.net, or call 215.947.7867, or e-mail dr.eimer@hypnosishelpcenter.net.*