



*Take Control Of Your Life with Hypnosis:
Eliminate negative habits, Create healthy changes, Achieve optimal well-being.*

January 2011

RESOLUTION REVOLUTION

Making New Year's Resolutions is not new. In fact, the practice originated thousands of years ago. Around 2000 BC, the Babylonians celebrated the New Year beginning with the first new moon after the first day of spring. Their resolution involved returning all the farming equipment they had borrowed during the previous year. In 46 BC, Julius Caesar created the Julian calendar, which established January first as the start of the New Year. Janus, the mythical god of beginnings, became the symbol for resolutions, because he had two faces that could look back to the past and ahead to the future. [1]

The definition of a resolution is: "a decision you make on the first day of the year about things you intend to do or stop during that year." [2] But how well will January resolutions take hold? Author/researcher, Steve Shapiro, states: "According to our study, only 8% of Americans say they always achieve their New Year's resolutions. The way it seems to work now, setting a New Year's Resolution is a recipe for defeat." This dismal statistic was gleaned from a random telephone survey conducted by Shapiro, author of "Goal-Free Living," with the assistance of Opinion Research Corp. of Princeton N.J. [3] That's not a very reassuring or motivating success rate!

It seems very probable, when reflecting on the abysmal success rate of New Year's Resolutions, that most people resolve to do or stop doing something during the year using only their conscious minds. That part of our mind is in charge when we are awake and makes up only 10% of our total mind power. It also is the willpower part of our mind, which is like a roller coaster, alternatingly strong and weak, strong and weak. It is challenging to keep the willpower strong enough, long enough, to eliminate unwanted attitudes, behaviors and habits and replace them with positive ones.

Hypnosis is the "revolutionary" additive that can make successful outcomes for resolutions more likely. When people utilize hypnosis to make a change, they benefit from the 90% of the mind that is the subconscious, which contains a record of each person's entire life. Through hypnosis, a person can delve into that storehouse of knowledge to locate the reasons for unwanted issues. By disconnecting the continued impact of those reasons, it is possible for a person to replace the unwanted issues with positive, healthful actions that become their new reality through repetition. Changes made through hypnosis can be both effective and permanent (see *Health Tips* in this issue).

Studies clearly indicate the potential benefits of hypnosis for weight loss, which is representative of how it can help with countless issues. A meta-analysis conducted by the University of Connecticut with the results published in the *Journal of Consulting and Clinical Psychology* (1996) found "people using hypnosis were able to lose, on average, almost 2.5 times as much weight as those not using hypnosis." Further, the study found "the correlation analysis indicated that the benefits of hypnosis increased substantially over time." Based on the outcomes of this and similar studies, "a task force of the American Psychological Association validated hypnosis as an adjunct procedure for the treatment of obesity." [4]

[1] <http://www.ezinearticles.com/?the-origins-of-new-year's-resolutions>

[2] <http://www.macmillandictionary.com/>

[3] <http://www.prweb.com/releases/2005/12/prweb319962.htm>

[4] Kirsch, I. (1996). Hypnotic Enhancement of Cognitive-Behavior Weight Loss Treatments: Another Meta-Reanalysis. *Journal of Consulting and Clinical Psychology*. 64(3): 517-519

Is there something in your life you need to change, want to change and are ready to change? If so, now's the time! Take this one positive step for yourself, a family member, or friend, and use the Gift Certificate below to support the decision to make a healthy life change.

Gift Certificate

Print this certificate and bring it with you to receive

\$20

off the cost of an appointment with
Hugh Sadlier, M.Ed., BCH
Board Certified Hypnotherapist
at

Hypno-Health
Since 1991

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HEALTH TIPS

RESEARCH ON THE EFFECTIVENESS OF HYPNOSIS FOR:

- **SMOKING CESSATION:** Hypnosis Most Effective Says Largest Study Ever: 3 Times Effectiveness of Patch and 15 Times Willpower (from an analysis of over 600 studies of 72,000 people). [University of Iowa, *Journal of Applied Psychology*, October 1992.](#)
- **WEIGHT REDUCTION:** Hypnosis Over 30 Times as Effective for Weight Loss (and more effective than a control group: 17 lbs vs. 0.5 lbs on follow-up. [Cochrane, Gordon; Friesen, J \(1986\). *Hypnotherapy in weight loss treatment. Journal of Consulting and Clinical Psychology*, 54, 489-492.](#)
- **PAIN MANAGEMENT:** Used with over 1400 patients undergoing surgery since 1992, Hypnosis Reduced Pain and Speeded up Recovery from Surgery. [Faymonville M.E., Defechereux, T., Joris J., Adant, J.P., Hanoir E., Meurisse M. *Service d'Anesthesie-Reanimation, Universite de Liege. Rev Med Liege. 1998 Jul; 53\(7\):414-8.*](#)



Happy Health!

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Remember: *Hypnosis can be done in the office, by phone, and via Skype.*