



The Brookhouse Hypnotherapy Group is a national group of practices founded by Dr Shaun Brookhouse. All members have been personally selected by him on the basis of their training, experience and commitment to their clients.

[www.hypnotherapy.org.uk](http://www.hypnotherapy.org.uk)



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## Stop smoking with hypnotherapy

*What if you could reclaim your  
life today?*

*What if you could not only  
improve your quality of life, but  
how you look and feel too?*

*What if you could even live  
longer and save a fortune  
in the process?*

The reality is that you can do  
all of that and help is just a  
phonecall away.

Hypnotherapy has been proven  
time and again to be the most  
effective way to quit smoking for  
good. Unlike patches and gum,  
hypnosis actually addresses the  
real reasons why you smoke in  
the first place.

**Andy Holmes**  
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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.

**How does it work?**

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!  
There is so much to be gained.

**Frequently asked questions:**

**• Will I be aware of what is happening and will I remember everything?**

*Yes to both*

**• Will you make me feel sick when I think of smoking?**

*No. Smoking is unpleasant enough; there is no need to make it any worse*

**• What is your success rate?**

*I am not ethically allowed to quote statistics, but all Brookhouse Hypnotherapy consultants monitor their results to ensure they are offering the best service.*

**• Do you guarantee success?**

*It is never possible to guarantee human behaviour, but I will do all I can to help you achieve your goal.*

**Why stop smoking with hypnotherapy?**

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 see it from the other side: to be rid of something that isn't wanted