



## **Weight Loss - Lose Weight and Keep it off with Hypnosis \***

**by  
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Eaten too much over the holiday season? Thinking about going back on a diet?

Read on. You just might change your mind.

You see, diets are fine - as far as they go. But the difficulty is that you just can't spend the rest of your life on a diet and, sooner or later, you have to come off them. And that's when, for most of us, the weight just seems to pile back on.

Why is this? We were doing so well and now we aren't. What happened?

To fully understand, we need to see the fundamental flaw in our approach to losing weight.

We need to realise that diets, though often effective in helping to shed the pounds in the short term, are pretty bad at helping us to keep them off.

The reason for this is simple:

Diets are based on the principle of denial. 'Don't eat this!' 'Don't touch that!' 'Don't have too much!' So you deny yourself until you find your weight loss program delivering just what you want - a slimmed-down you.

And then a feeling inside just seems to call out to you: 'You've been so good, you've done so well - you deserve a little reward. After all, you've denied yourself time and again; you've lost weight, so now you can eat normally once more...'

The problem is that 'normal' all too often means eating in the old way, the fattening way. And before you know it, on go the pounds and its back to square one.

But now you feel even worse. You did so well. You did lose weight. And now you've gone and thrown it all away.

Then come the terrible feelings of failure. The vicious cycle of disappointment, self-recrimination, perhaps even self-pity - and eating in order to compensate for those difficult feelings just seems to take over.

You feel so very bad. 'To hell with it', you think, 'I feel lousy and food makes me feel better so I'll eat something. Heck, I can always go back on a diet...'

You know the rest of the story: the more you eat the worse you feel and the worse you feel the more you eat.

If this sounds all too familiar then perhaps what you need is a completely new approach to losing weight, one based on something more sustainable than denial and diets.

When we have trouble controlling our weight and there really is no medical reason for it, then the simple truth is that we are eating in an attempt to satisfy something other than hunger.

We are eating in an attempt to satisfy feelings and emotions. And no amount of food can do that because food can really only satisfy hunger.

You see, the reason why you have been having difficulty controlling your weight is because somewhere in the past your subconscious mind has taken on the false belief that food can satisfy uncomfortable feelings. In all probability, the patterns of emotional eating have been 'programmed' into your mind when you were a child.

Now, emotions and feelings are triggered in the subconscious mind. So the only truly effective way to tackle emotional eating is through the subconscious mind.

And this is where advanced transformational hypnotherapy can be of real help in bringing about permanent weight loss.

Through this kind of hypnotherapy, we can go directly to the underlying reasons of why a person overeats.

Once the reasons are uncovered, effectively dealt with and neutralised, the person is free to eat as he or she was intended to eat. They are released from the compulsion to eat in response to emotional needs and difficult feelings.

They become free to eat in a natural and truly normal manner.

The emotional and compulsive reasons for overeating having been dealt with and neutralized, powerful positive hypnotic suggestions are then 'programmed' into the subconscious mind, enabling the person to eat smaller amounts of nourishing food and yet feel pleasantly full and entirely satisfied.

With the aid of advanced transformational hypnotherapy, the subconscious mind becomes the person's greatest ally, making weight loss a painless and entirely natural process.

If you have had enough of deprivation, if you are tired of the vicious cycle of on-and-off dieting and self-recrimination then why not go to the root cause and eliminate your difficulty once and for all?

With advanced transformational hypnotherapy you really can get the permanent weight loss you need - without the pain of denial.

**\* IMPORTANT: This Information is not a replacement for medical or nutritional advice. Be sure to consult your doctor or medical advisor before beginning any programme of weight reduction.**

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