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## Girl, 19, with a phobia of STICKERS that left her terrified of shopping and unable to wrap presents is cured by hypnotherapy Jade Marshall, 19, discovered her fear of stickers at seven years old

- She was unable to sleep in a friends bed as it had stickers at the head
- Since then, her fear developed into a full-blown phobia
- Price labels on clothes and shoes meant she was terrified of shopping It affected her work as a nursery worker as children brought in stickers
- She has also been unable to wrap or unwrap Christmas presents
- Hypnotherapist Peter Field felt sorry for her and told her he could cure her He claims he coined a new phrase for her rare phobia: pittakionophobia
- Last month she was cured and is able to wrap presents for the first time
- By MADLEN DAVIES FOR MAILONLINE

PUBLISHED: 12:32, 9 December 2014 | UPDATED: 13:10, 9 December 2014

she was frightened of stickers.

snap from the





price labels on clothes, shoes and other goods













Miss Marshall, from Brighton, first realised she had a fear of stickers when she was seven at a sleepover.



Jade Marshall, 19, suffered a phobia of stickers which meant she was terrified of shopping because of the



Since then, her discomfort developed into a full-blown phobia, which left her too scared to go shopping due to price stickers.

It affected her work as a nursery worker because often children would bring in strips of stickers or sticker books to play with.

He explained that like most phobias, pittakionophobia is an anxiety disorder rooted in a bad

Eventually, she went to see a hypnotherapist, who coined the term 'pittakionophobia' for her rare condition.

Miss Marshall was delighted when after a month, her phobia was cured and this year, she is able to take the stickers off her Christmas presents ready to wrap them for the first time ever.

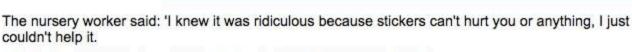
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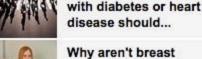
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experience with stickers in childhood.



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'It was affecting every aspect of my life and really getting me down. 'Now I don't have to be scared to go shopping and I'm a lot more comfortable in my work place.' Miss Marshall says her fear started at aged seven at a sleepover where one end of a friend's bed

was covered in stickers. She said: 'This girl had stickers from school all over one end of her bed on the bed stand.

'We were meant to be top and tailing but I didn't want to sleep near the stickers - I don't know why they just seemed weird. 'You know what kids can be like and the more I WHAT IS PITTAKIONOPHOBIA? asked the more she said no.

'In the end I asked her parents to take me home, but they couldn't because they'd had a

'I had to sleep on the floor. I just remember lying

there thinking about the morning when I'd finally

be able to go home.' Her fear began to get worse and affect her job: she could not even be around children at the

nursery wearing stickers.

had started peeling off.

her phobia.

packs, sticky tape and post it notes, but nothing other than that. 'It was especially bad if the sticker was dirty or

Miss Marshall said: 'I was okay with brand new

'It made going shopping a nightmare because I would be scared of size stickers on clothes or price stickers on shoes."

A phobia of stickers is so rare that only one expert has given it a name - pittakionophobia.

Miss Marshall said: 'I think everyone would have treatment for their phobia if they could.

saw my reaction they were very understanding. 'I no longer have to worry it will affect me when I'm out with friends who don't know about it and I can get on with my job without feeling uncomfortable.

0. +3 Mercury Press & Media Ltd The hypnotherapist who treated Miss Marshall coined a new name for her rare phobia: pittakionophobia. He says there are countless people who suffer from the fear of stickers who do not know treatment is available Peter Field, who claims he is the first and only hypnotherapist in the country to treat this phobia, said: 'I was happy to play my part in freeing her from her life-long phobia.

Jackson emerge arm in arm at LAX, daye afto

know that effective treatment is available.

'I have successfully treated people with all kind of phobias, from fear of velvet to fear of clowns, fear

'I believe that every phobia can be effectively treated and the phobic person freed from a lifetime of It's over unnecessary anxiety and fear, provided the therapist truly understands how to do this. 'The real problem is that most of those suffering from the fear of stickers simply do not know that

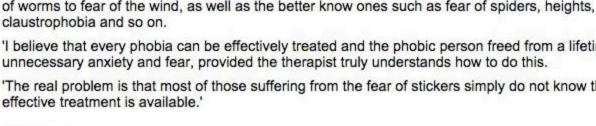
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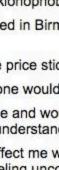
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claustrophobia and so on.









some cases it may have occurred later in life. Such an experience may have happened

with danger and anxiety. Most often, this has happened in childhood or in the early years of adolescence, though in

part of the body, for example - or indirectly because of another person's negative

Source: Peter Field Peter Field, a hypnotherapist based in Birmingham, felt so sorry for Miss Marshall he offered to cure Now she is finally able to take the price stickers off her Christmas presents for the first time ever.

## the individual's subconscious mind has linked

the sight or thought of stickers or sticky labels

He said: 'Because of some past experience,

Peter Field, the therapist who treated Miss

pittakionophobia almost always lie in the

Marshall says the actual causes of

individual's past.

directly, as a result of a traumatic experience involving a sticker - having one stuck to some experience that was witnessed by the person who would then develop the phobia.'

'At first my family didn't believe me and would try and come near me with stickers, but once they

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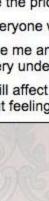
'Very few therapists have even heard of this condition - which is why I created the term 'pittakionophobia', let alone know how to effectively treat it. 'There are countless people who suffer unnecessarily from the fear of stickers and simply do not

effective treatment is available.'

Fear of Stickers, Afraid of Sticky Labels - Pittakionophobia Treatment I'm more of a Liam':

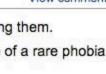
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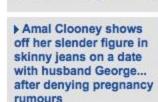
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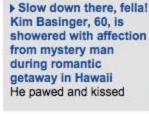
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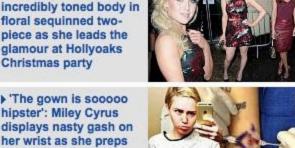










































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