

Nothing to Fear Everything to Gain

Hypnosis has been around for thousands of years. The old myths and misconceptions about hypnosis have given way to proven, scientifically sound applications. Today, the use of hypnosis is seen in a variety of fields, including medicine, dentistry, law enforcement, professional sports, and education.

Most people have a limited understanding of the positive results that can be achieved in a professionally controlled hypnosis session. We would like to dispel some of the myths and answer the most frequently asked questions about hypnosis.

• **How does hypnosis work?** Our minds work on two levels - the conscious and the unconscious. We make decisions, think, and act with our conscious mind. The unconscious mind controls our habits. In the relaxed state known as hypnosis, we can communicate directly with the unconscious mind. This is why it is so quick and easy to change habits of a lifetime with hypnosis.

• **Will hypnosis work for me?** Generally speaking, every normal person is 'hypnotisable'. That is, people with an IQ of at least 70, and no severe mental disorders. Therefore, virtually everyone can achieve successful results using hypnosis.

• **How will I know if I am hypnotised?** Most people cannot tell the difference between the hypnotised and the waking states. Some people feel relaxed and lethargic, others feel a 'lightness'. One thing that people do notice is an inexplicable change in their daily behaviours.

• **Is hypnosis safe?** Hypnosis is completely safe. You are aware and in control at every moment and can terminate the session at any time. Hypnosis is not sleep, nor can you get "stuck" in a state of hypnosis. You cannot be made to do something against your will! Hypnosis is a safe, relaxing, and enjoyable experience.

• **How does hypnosis help me to lose weight?** Because our eating patterns are often centred on our emotions and habits, which are controlled by the unconscious mind. Since hypnosis and NLP work directly with the unconscious, this is the only method that makes sense! We can help you effortlessly transition into the healthy lifestyle of the person you want to be - **it only takes one call to change your life forever**

Winning Minds



Janet Bishop and Mark Newey established Winning Minds in a convenient location in the Cambridge area.

Janet and Mark are Certified Clinical Hypnotherapists and Cognitive Behavioural

Therapists. They are certified and registered with the American Board Of Hypnotherapy and the American Board of Neuro-Linguistic Programming (NLP), being the largest and most advanced governing bodies in the world. They have also graduated from The Silver Institute of Clinical Hypnotherapy.

Mark and Janet are also Independent NHS Service Providers.

They have spent many years studying the motivational responses of people and applying techniques that have encouraged positive changes in their patterns of behaviour. This experience and the advanced techniques have been combined to create their unique and powerful approach to hypnosis.

Hypnosis makes it easy. Let us make it easy for you. All you have to do is pick up the phone, make an appointment and keep that appointment. From that moment on your weight problem is solved.



WinningMinds

Change your mind, change your life

Freephone: 0800 083 0143

Website: www.winningminds.co.uk

Email: info@winningminds.co.uk

Weight Loss

• Complete Weight Management Programme

• Food allergy and intolerance testing

• Treats the cause, not just the symptoms

Hypnosis Makes it Easy!



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Why is it so difficult to lose weight?

Virtually all of us have tried losing weight through dieting, only to put it all back on again when returning to our normal eating habits - invariably ending up gaining even more! Dieting can certainly make you miserable, now studies have proven that DIETING MAKES YOU FAT! Worse still, this yo-yo effect or 'weight cycling' further increases the risk of heart attacks, diabetes, certain cancers and other disorders. Dieting is a constant struggle for millions of people and has become one of the fastest growing industries with a new "miracle diet" hitting the market nearly every week.

The problem is that diets simply don't work. If they did, you would only ever need to diet once - whereas most overweight people seem to live their life on a diet; being overweight is not about being greedy. Let's look at some of the reasons many people find it so difficult to lose weight:

- Lack of self discipline
- Poor eating habits
- Low self esteem
- Negative beliefs
- Using food as an emotional crutch
- Feeling controlled by food
- Hidden food intolerances and allergies
- Lethargic lifestyle

Depriving or starving yourself for a period of time will only produce temporary results, dieting only treats the **symptoms** of being overweight; it doesn't treat the **causes**, some of which are outlined above. For **long-term results** you must make lifestyle and mindset changes. Sounds like an enormous mountain to climb? It doesn't have to be!

The WinningMinds Weight Management Programme uses a powerful combination of advanced hypnosis and Neuro-Linguistic Programming (NLP) together with nutritional therapy to change your attitudes and eating habits for life, letting you live the life you want at a weight that's right for you!

Our emotions, habits or beliefs are often the root cause of many overeating problems, all of which are governed by the unconscious mind...we don't consciously choose these aspects of ourselves, they just 'happen' or evolve over time. By re-programming the unconscious mind using advanced Hypnosis and Neuro-linguistic Programming techniques, permanent positive lifestyle and motivational changes can be introduced simply and painlessly. **Hypnosis really DOES help you lose weight easily!**

Change Your Mind, Change Your Life

Food Allergies and Intolerances

Often a hidden cause of weight gain, research has shown that the majority of overweight people frequently suffer from a biochemical imbalance that directly affects the metabolism; this is caused by eating foods to which we have an allergy or intolerance.

- Do you feel tired and lethargic even after a good night's sleep?
- Do you suffer from mood swings or depression?
- Do you still feel hungry, even after a good meal?
- Do you crave sugary, sweet foods?
- Do you crave carbohydrates?
- Do you suffer from migraines, irritability or lack of concentration?
- Do you suffer from irregular bowel movements or digestive problems?
- Do you suffer from bad breath?
- Do you suffer from skin complaints?

If you have answered 'yes' to two or more of the above, the chances are that you are suffering from a food intolerance or nutritional deficiency. **WinningMinds offers the revolutionary ALCAT test, which is probably the most advanced food intolerance test available in the UK.** This will tell you very clearly which foods your body has a problem with; cutting these foods from your diet will help you ensure long-term weight loss.



Nutritional Deficiencies

Without the right levels of vitamins and minerals in your body, energy levels plummet and you can easily become susceptible to deficiency diseases such as rickets, anaemia, arthritis, osteoporosis and a weak immune system. We need vitamins to power us up each day, give us energy to keep us strong and healthy and replenish our cells that a hectic lifestyle and free radicals destroy.

In an ideal world we would all eat a nutritionally balanced diet, rich in minerals and vitamins; but the introduction of highly processed convenience foods and modern farming methods means that these nutrients are no longer naturally available in the quantities we require. To ensure we do receive the amount required for optimum health, vitamin and mineral supplements are a must.

The vast range of supplements available makes it difficult to make the right choice - or even to know which ones your body really needs.

WinningMinds have researched and tested the best range of **highly specialised pharmaceutical vitamins that will give your body the maximum benefits.** As part of your **WinningMinds Weight Management Programme**, you will receive advice, on an individual basis, which supplements are right for you.

Our Unique Approach

In order to ensure long-term weight loss, the **WinningMinds** Weight Management Programme attacks weight loss from 3 different angles:

- Relaxing hypnotherapy sessions that will change not only your eating habits, but also your attitude towards food, dieting and lifestyle, naturally and easily.
- Revolutionary food intolerance testing that will enable you to discover and eliminate from your diet, the foods that cause you to put on weight.
- Personal nutritional advice to ensure that your diet has the unique balance your body requires.

In the past you have probably tried many times to use your conscious mind to control your weight, invariably you have failed! **Now it's time to use your vastly more powerful unconscious mind and change your eating habits and attitudes for life!**