

CAN'T KICK THE HABIT?

THEN YOU HAVEN'T BEEN READY...
NEW WEBSITE QUITSMOKING.IE
PROMISES TO PREPARE THE MIND
FOR A LIFE WITHOUT CIGARETTES
By CARMEL RIGGS

Ask any ex-smoker and they will give you the same answer: kicking the habit was the hardest task they ever faced.

Whether through using nicotine replacements such as gum or patches or just sheer willpower, the journey to become a fully-fledged non-smoker was a long one.

For others however, the quitting process is not always so successful with the lure of the cigarette proving too difficult to resist. Now a new website, www.quitsmoking.ie – which has been compiled by 16 of the country's top hypnotists – is hoping to help smokers get in the zone for kicking the habit for good.

According to Karl Curtis, Advanced Clinical Hypnotist at the Irish Hypnosis Clinic on Fair Street, most people fail to quit because they are not ready and the purpose of quitsmoking.ie is to get the mind ready.

'If a person is not ready for change then nothing will help them,' he

The quitsmoking.ie programme is available to download free of charge

says. 'The Irish Hypnosis Clinic has branches all over the country and we have helped thousands of people in Ireland quit smoking and enjoy the process,' he says. 'Unfortunately we have also turned many others away because the client was not ready to quit or was being pushed into it by someone else. If they are not ready we advise them to contact us again when they are truly ready.'

'But over the years many potential clients have asked us how do they get ready? We had no answer for them so we decided to develop this programme to help people get ready to quit smoking.'

The programme is in audio format which can be downloaded free of charge from the website. Karl is eager to point out that the website is not a selling site and it's up to every individual how they choose to kick the habit afterwards.

'Whether people choose to go off cigarettes with gums or patches it's their choice. But if followed up with a hypnosis session this programme is virtually bullet-proof,' adds Karl who also has clinics in Dundalk and Navan.

So why is hypnosis so effective? 'Because it changes the thought patterns within the subconscious mind,' says Karl. 'Your subconscious mind is the feeling, the emotional part of you. For example, a smoker will have a thought pattern that they need cigarettes at



certain times and in certain situations. If that thought pattern is changed then that person will not feel like smoking any more.

'They are not feeling deprived and will simply be happy to be a non-smoker. The withdrawal symptoms will be very minor or non-existent. The same is true for people who overeat. Once the thought patterns are changed then they no longer feel like overeating and will automatically lose weight.'

According to Karl, people's biggest problem with hypnosis is they don't understand it. 'People fear that they will lose control and end up running around like a chicken like they might have seen on TV. But that is so far from the truth. They also fear that they will be put to sleep or knocked out, but the fact is that the client is guided into a state of mental and physical relaxation. They are not asleep and will remember everything that occurs in a session.'

A QUIT SMOKING SESSION TAKES UP TO 2 HOURS, VISIT WWW.QUITSMOKING.IE FOR MORE DETAILS