

**The best kept secrets to
EASY WEIGHT LOSS.**



MAC Complementary Health Clinic



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Dip Ac. Dip Hyp. Adv. Dip Hyp/psyc. A.I.A. I.C.H.P. R.F.I.

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Dear Reader,

Have you ever been told that if you raised your self-esteem, you would lose weight? I am a Consultant Complementary Health Therapist and Psychotherapist, I am here to tell you that the idea of a fat person having low self-esteem is a myth. Every psychological test given to overweight people indicates that if you are fat you are as mentally healthy, or unhealthy, as anyone in the general population.

There is nothing about overeating that is associated with poor emotional health. In fact, it is possible that obese people are emotionally stronger than slim people. Many slim folks who were interviewed said they'd stay at home if they were obese – they would not have the psychological fortitude to be seen in public if they were heavy.

Obesity is not a psychological disorder. Obesity is not an eating disorder. Fat people have a genetic predisposition to gain weight. If they wish to conform to today's ideal of slimness and if they want to maintain good health, they must counteract their inborn biological impulses through behavioral changes.

Our genes may give us the capacity and tendency to eat much and gain much, but it is our environment – our habits – that permit the tendency to flourish. It's the gene that opens your mouth that is responsible for overeating.

In my practice, everyone who wants to lose weight does lose weight because we add hypnosis to the mix. **Hypnotic suggestions make it easier to stick to whatever program you decide to follow.** And it is crucial to follow a program. Any healthful diet program will work if you follow it. **The challenge is building the new patterns into your life.**

Accomplishing something amazing, such as permanent weight loss, is easier to achieve when you simply follow a series of small steps and don't think about the big picture.

Adding some new habits to your daily routine, habits that absolutely facilitate weight loss, help you reach your goal quickly and easily.

A great start is to use some of the scientific weight loss secrets identified in this report and also follow the **10 GOLDEN RULES FOR WEIGHT LOSS.**

All the tips I provide are based on the latest scientific research. **You will benefit from them. Just get started today with your own small steps.**

I wish you all the best in your weight loss pursuits.

Sincerely,

Joe McCormack

Dip. Ac. Adv Dip Hyp/Psych. Dip. NLP. T.C.M.C.I

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FACT 1: What You See Is What You Eat

Researchers at Cornell University offered a group of students a free lunch for several weeks. Unbeknownst to the students everything they ate was measured and weighed. Each week the amount of food served was increased. Each week the students ate whatever was in their plate. Portions of soup, pasta, breadsticks and ice cream increased significantly during the course of the study, and the students simply ate what was in front of them. The scientists concluded that portion size determines calorie intake.

Source: David A. Levitsky and Trisha Youn, "The More Food Young Adults Are Served, the More They Overeat." *Journal of Nutrition*, Oct. 2004, 134(10):2546-9.

TIP 1: If it's on your plate, you will eat it. So take small portions.

FACT 2: Don't Trust Your Stomach

Dr. Brian Wansink and his research team rigged up some interesting soup bowls that were connected, beneath the table, to a pipeline that continuously fed tomato soup into the bowls. One group of eaters in his experiment ate their tomato soup from regular bowls and the other group ate from the bowls that refilled themselves. The diners did not know that their bowls were constantly



refilling. All eaters were instructed to eat until they felt full. Those whose bowls refilled ate 73% more food than those eating from regular bowls. Even though they ate so much more, none of them claimed to feel full. In fact, one eater when asked if he was full (because he had consumed almost a gallon of soup) looked down at his bowl which was half full and said, "Why would you think I'm full? I still have half a bowl to go."

Source: Brian Wansink, James E. Painter and Jill North, "Bottomless Bowls: Why Visual Cues of Portion Size May Influence Intake." *Obesity Research* 13, 93-100 (2005).

TIP 2: Choose your portion size by measuring it or weighing it. Don't wait until you feel full to stop eating.

FACT 3: Taste May Not Matter

Researchers wanted to see if moviegoers would eat popcorn even if it was stale, even if it tasted terrible. Sure enough, not only did everyone in this study eat whatever was given them, they ate plenty of it.

People who were given small and medium containers of popcorn ate it all, and felt it was sufficient. On the other had, people who were given giant size containers filled with stale popcorn ate it all, too. The larger the portion served, the more the people ate. Portion size determines how much is eaten, whether or not the food tastes good.

Source: Brian Wansink and SeaBum Park, "At the Movies: How External Cues and Perceived Taste Impact Consumption Volume." *Food Quality and Preference*, 12(1): 69-74 (January 2001).



TIP 3: You will eat whatever is in front of you. Don't tempt yourself.

FACT 4: Restaurant Portions Are Gargantuan

When you wish to eat a particular food, it is assumed you are eating one serving of that food. Most restaurants serve portions that really are for 3 or 4 people. When we see huge portions so often, they start to look normal.

Here are the desired portion sizes of foods appropriate for one person:

A portion of a snack food, such as small crackers, potato chips, pretzels, should be one ounce. This is one handful.

A cup of fruit should be the size of a baseball.

A 3 oz. portion of meat is the size of a cassette tape.

A portion of potato is one potato (the size of a computer mouse).

A portion of cheese is the size of your thumb.

Based on: "Visualize the Right Portion Size," by the American Dietetic Association.

TIP 4: In restaurants, ask for half the food to be wrapped to take home before it is served to you.

FACT 5: Writing Can Help You Eat Less

Dieters who record everything they eat tend to eat less than dieters who don't write down their foods. Pausing to find paper and pencil sometimes actually gets you to think twice and ask yourself, "Am I really hungry?" And seeing in black and white precisely what you've put into your mouth can be so shocking that some dieters simply stop over-eating so they can stop writing.



Source: Linda Bren, "Losing Weight: Start by Counting Calories,"
FDA Consumer, January-February 2002. Pub.# FDA 04-1303C.

TIP 5: Walk around with pencil, paper, and a calorie book. Record whatever you eat and tally your calories before you go to bed each night.

FACT 6: Losing a Little Makes a Big Difference

Most of the symptoms and complications related to being overweight will disappear when you lose just a little bit of weight. Losing even 5% or 10% of your current weight will affect your health.

As the American Dietetic Association summarizes it: "A review of several randomized, controlled clinical trials found that maintaining a modest weight loss (7 to 10 pounds) reduced the incidence of type 2 diabetes in people at high risk for the disease by a whopping 40 to 60 percent over 3 to 4 years. In another study, losing 15 pounds and maintaining that weight loss for 4 years decreased hypertension risk by 21 to 29 percent in overweight middle-aged and older people."

Don't intimidate yourself by thinking you have a huge amount of weight to lose. Instead, think of losing 8-10 pounds at a time. Just that small amount of weight lost is enough to make you feel much, much better.

Source: William Dietz, M.D., Ph.D., director of the Division of Nutrition and Physical Activity at the Centers for Disease Control and Prevention, in Linda Bren, "Losing Weight: Start by Counting Calories," *FDA Consumer*, January-February 2002. Pub.# FDA 04-1303C.

Source: Elisa Zied, MS, RD, with Ruth Winter, MS. *So What Can I Eat?! How to Make Sense of the New Dietary Guidelines for Americans and Make Them Your Own* (Wiley 2006), cited by the American Dietetic Association.

TIP 6: Break up your weight-loss goals into small manageable units of pounds to be lost. Concentrate on losing one unit at a time.

FACT 7: Low-Fat Labels Can Be Misleading

You've seen those *low-fat* labels on many food boxes. When you examine the box of cookies or the package of muffins with that label, please look closely. Check the calories and check the sugar content. Processed food is usually made tasty by adding sugars and fats. If there's low or no fat, then the sugar is increased. Reducing dietary fat alone, without reducing calories, will not result in weight loss. The Nutrition Facts panel on your food will tell you about the nutrients in your food. Look at the %DV line. If the Daily Value is 5% or less, you know it is low in that particular nutrient. If it is 20% or more, then it is considered high. The FDA recommends using the %DV to compare foods and their claims. If one food claims to be low in

Nutrition Facts

Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 250 • Calories from Fat 110	
	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Potassium 700mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

fat, just check the nutrient claim for fat in a rival food to determine if the claim for low fat is really valid.

Source: Naomi Kulakow, coordinator for education and outreach in the FDA's Center for Food Safety and Applied Nutrition, in Linda Bren, "Losing Weight: Start by Counting Calories," *FDA Consumer*, January-February 2002. Pub.# FDA 04-1303C.

TIP 7: The Nutrition Facts panel on your food is important. You should check it before you purchase or eat a particular food.

FACT 8: Eating Breakfast Helps You Lose Weight and Keep It Off

Scientists polled 2959 people who had each lost a significant amount of weight, and kept it off for at least one year – the majority had kept off their weight for about six years. The results indicated that 96% of those who kept their weight off regularly ate breakfast. Over 75% of respondents report eating breakfast every day of the week. It seems that a common characteristic of people who can maintain their weight loss is that they do not skip breakfast.

Source: Holly R. Wyatt, Gary K. Grunwald, Cecilia L. Mosca, Mary L. Klem, Rena R. Wing and James O. Hill, "Long-Term Weight Loss and Breakfast in

Subjects in the National Weight Control Registry." *Obesity Research* 10:78-82 (2002).



TIP 8: Be certain to sit down to a meal every morning.

FACT 9: Watching TV Adds to Your Weight

The average person in the United States watches television for about 28 hours a week. The people in one study had all achieved a good weight loss and had kept it off. The majority of these people watched television for fewer than 10 hours per week. When the group was interviewed again, after one year, those people who gained weight were the very people who increased their television watching.

Source: Douglas A. Raynor, Suzanne Phelan, James O. Hill and Rena R. Wing,

"Television Viewing and Long-Term Weight Maintenance: Results from the National Weight Control Registry." *Obesity* 14:1816-1824 (October 2006).



TIP 9: Stay away from the TV.

FACT 10: Eating Out May Be Dangerous

Researchers in Massachusetts studied 500 adults for a year. They



determined that those with the highest risk of obesity were those who ate the most meals away from home.

Frequently eating breakfast and/or dinner out was associated with an increased risk of obesity and overweight.

The study also evaluated the nutritional content of meals eaten at home versus those eaten away from home. Breakfasts and dinners eaten away from home were significantly higher in total calories, percentage of calories from total fat, and percentage of calories from saturated fat. Meanwhile, they were lower in their percentage of calories from protein, carbohydrate, and fiber.

Source: Yunsheng Ma, Elizabeth R. Bertone, Edward J. Stanek, III, George W. Reed, James R. Hebert, Nancy L. Cohen, Philip A. Merriam and Ira S. Ockene, "Association between Eating Patterns and Obesity in a Free-living US Adult Population." *American Journal of Epidemiology* 158:85-92 (July 1, 2003).

TIP 10: Eat at home as often as you can.

FACT 11: The Scale Is Your Friend

People who have lost at least 30 pounds and have maintained that weight loss for at least one year are eligible to become members of the National Weight Loss Registry. Researchers who have studied these members have learned that they all weigh or measure themselves regularly (usually daily). You can't fool the scale or the tape measure.

Source: James Hill, PhD and Rena Wing, PhD, "The National Weight Control Registry."

The Permanente Journal 7(3): 34-37 (Summer 2003).



TIP 11: Buy a scale or a tape measure. Use it every morning.

FACT 12: Walk and Walk and Walk Some More

Members of the National Weight Loss Registry report that they engage in 60-90 minutes of daily physical activity. And most of them walk. They walk so much that they far exceed the minimum physical activity recommended by the US Surgeon General.

To put more walking into your daily routine, consider parking your car as far from the entrance of your destination as possible. If you use public transportation, get off a stop earlier than your usual stop and walk the rest of the way. Take the stairs instead of the elevator, and whenever you have a few spare moments walk around the neighborhood. For tips on walking for weight loss, see this *Reader's Digest* article online at: <http://www.rd.com/content/walk-your-way-to-weight-loss/>

Source: Mary L. Klem, Rena R. Wing, Maureen T. McGuire, Helen M. Seagle, and



James O. Hill, "A Descriptive Study of Individuals Successful at Long-Term Maintenance of Substantial Weight Loss." *The American Journal of Clinical Nutrition* 66:239–46 (1997).

TIP 12: Look for opportunities to add walking to your life.

FACT 13: Eating Slowly Makes You Feel Full

Researchers at the University of Rhode Island fed a group of women some pasta. Half of the women were instructed to eat very slowly and half were told to eat quickly.

When the eaters were interviewed after the meal, the fast eaters had eaten more calories and did not feel full. The slow eaters ate less, and felt full.

Source: Research by Dr. Kathleen Melanson, Director of Energy Metabolism Lab at the University of Rhode Island. Reported in October 2006 by research intern Ana Andrade at the annual meeting of the North American Association for the Study of Obesity.

TIP 13: Chew your food well and eat slowly.

FACT 14: Bore Yourself and Lose Weight

If you eat the same menu every day, you will eat less and food will play a lesser role in your life. In an experiment at the University of Illinois at Urbana-Champaign, two groups of people were offered bowls of M&M's. One group had bowls with 10 colors of candy in them. The other group had bowls of M&M's with just a few colors.

Eaters who were given the 10 colors of candy in their bowls ate almost twice as much as the other eaters. Many choices and much variety encourage eating and overeating. (FYI: one half cup of M&M's has over 500 calories.)

Source: Barbara E. Kahn and Brian Wansink, "The Influence of Assortment Structure on Perceived Variety and Consumption Quantities." *Journal of Consumer Research* 30: 519-533 (March 2004).



TIP 14: Stick to a boring menu. Eliminate choices, and stay away from buffets.

FACT 15: Your Friends Can Make You Fat

Scientists have discovered that people can always make room for more food and they do, especially when they're sitting around a comfortable table enjoying a conversation with friends.

If you eat alone, you tend to eat one third less than when you dine with others. And, if eating with a large group, diners tend to eat twice as much as they normally eat.

Source: Brian Wansink, "Environmental Factors That Increase the Food Intake and Consumption Volume of Unknowing Consumers." *Annual Review of Nutrition* 24:455-479 (2004).

TIP 15: Eat alone when possible. Limit your social eating to a few friends. Meet with larger groups of friends while walking, or in a non-food environment.

FACT 16: Fool Yourself with Portions

Psychology professor Dr. Paul Rozin set out two bowls of candy in an apartment building's lobby. He hung a sign that said, "*Help yourself - take as much as you want.*" And everyone did take some candy on their way in and out of the building. But they did not take an amount having to do with how hungry they were or how much they wanted a snack. Instead, each person took what they thought was one serving. If they happened upon one particular bowl with a gigantic spoon for serving, they would take that amount, and eat all the candy in that large serving. If they happened upon the other bowl with a much smaller serving spoon, they would use that spoon and eat the amount it contained. Hunger seemed to be irrelevant. Source: Andrew B. Geier, Paul Rozin, and Gheorghe Doros, "Unit Bias: A New Heuristic That Helps Explain the Effect of Portion Size on Food Intake." *Psychological Science* 17(6): 521-525 (June 2006).



TIP 16: Serve yourself dinner on a salad-sized plate. Use smaller sized spoons, too. Your portions will look larger and you will eat less.

FACT 17: Treat Your Kids (and Yourself) to Healthful Foods

The third National Health and Nutrition Survey was a study carried out by the Centers for Disease Control and Prevention. They studied 33,000 people over the course of six years.

The researchers examined what families ate. They determined that adults living in families with children ate far more fatty foods than adults living alone or with only other adults, and consumed an additional 4.9 grams of fat daily.

The calories consumed were about the same in both groups. But the group of families living with children ate far more pizza, ice cream, bacon, and cheese. The lead researcher, Dr. Helena H. Laroche, a professor at the University of Iowa, concluded that to achieve healthy nutrition the focus must be on the entire family.

Source: Helena H. Laroche, MD, Timothy P. Hofer, MD, MSc and Matthew M. Davis, MD, MAPP, "Adult Fat Intake Associated with the Presence of Children in Households: Findings from NHANES III." *The Journal of the American Board of Family Medicine* 20 (1): 9-15 (January 2007).

TIP 17: If you have kids, limit their fatty foods. Buy food that is good for you – it'll be good for them, too.

FACT 18: Exercising for the Fun of It Will Keep You Active

Researchers at the University of Michigan have discovered that women who exercise regularly and don't stop after a few weeks or a few months are women who are not thinking exclusively about exercising to lose weight. They are thinking that exercise makes them feel good – often cheers them up – and makes them smile. They actually have fun.

Long-term participation in an exercise program came from women who enjoyed and took pleasure in their activity. They appreciated the stress relief and the strength they acquired. Their body shape and the calories they consumed were not their primary motivations.

Source: Michelle Segar, Donna Spruijt-Metz and Susan Nolen-Hoeksema, "Go Figure? Body-Shape Motives are Associated with Decreased Physical Activity Participation Among Midlife Women." *Sex Roles: A Journal*

of Research 54 (3-4): 175-187 (February 2006).



TIP 18: Come up with another reason to exercise, besides losing weight. Find a sport or activity that you love to do.

FACT 19: Forbidden Foods Will Call Out to You

Researchers in one study placed containers of chocolate kisses in three different locations accessible to individual office workers (in the desk, on the desk, and six feet from the desk), changing the location every few days. The researchers tracked the number of candies actually eaten each day, and then at the conclusion of the experiment asked participants to estimate how many they had consumed.

They learned two interesting things. First, participants ate 3 candies per day with the container six feet away, 5.7 per day with the candies hidden in their desks, and 8.6 with the candies on their desks (convenient and visible). Second, participants significantly underestimated how many candies they had eaten from the most inconvenient location.

Source: James E. Painter, Brian Wansink, and Julie B. Hieggelke, "How Visibility and Convenience Influence Candy Consumption," *Appetite* 38 (3): 237-238 (June 2002).

TIP 19: Keep healthy foods accessible and visible. Don't buy and store unhealthy foods in your home or office, because you may eat more than you intend to.

FACT 20: Sleeping More Helps You Eat Less

Scientists at Rockefeller University in New York City discovered the hormone *leptin*, which is produced by fat cells and passes through the circulatory system to the brain.

Leptin signals the brain and lets it know when food has filled the body. Thus, leptin is an

appetite suppressant. Leptin also has some effect on body temperature, so it actually increases the amount of calories burned.

Here's what obesity researchers Jules Hirsch, Jeffrey Friedman, and Rudolph Leibel did: They bred mice that were unable to produce leptin. The result? Those mice all ate nonstop and became obese!

How does this help us humans who want to lose weight? We need to be sure we are producing enough leptin to let us know when we are satiated.

When do humans produce leptin? During sleep – and not just the moment we fall asleep, but only after about 6 or seven hours of sleep. If you are sleep deprived, your supply of leptin may be reduced and you will feel hungry and eat more.

Source: Karine Spiegel, Rachel Leproult, Mireille L'Hermite-Balériaux, Georges Copinschi, Plamen D. Penev, and Eve Van Cauter, "Leptin Levels Are Dependent on Sleep Duration: Relationships with Sympathovagal Balance, Carbohydrate Regulation, Cortisol, and Thyrotropin." *The Journal of Clinical Endocrinology & Metabolism* 89: 5762-5771 (November 2004).

TIP 20: Get at least seven hours of sleep every night to reduce what you eat.

APPENDIX:– Hypnosis for Behavioral Change

I hope you have enjoyed these research summaries and tips you can use to lose weight and keep it off.

Most people find that following this advice (and adhering to a healthy diet and exercise program overall) is greatly enhanced by using my hypnosis program on 4 CDs called ***Lose Weight NOW!*** Hypnosis can help you build the eating and exercise patterns of a slim person through concrete, positive suggestions – ways of living based on the scientific behavioral research you've just read.

In this program, you will go through seven short hypnosis sessions that last around 20 minutes each. You will only listen to one session a day, so this time commitment is realistic and attainable.

Each session in the program has a very specific purpose.

Here are their titles:

1. Introduction to Weight Loss
2. Introduction to Hypnosis
3. Selecting Your Food Program
4. Eating Smart
5. Avoiding Temptation
6. Exercising Regularly
7. Appreciating Yourself
8. Maintaining Your Weight Loss

In each session, I use hypnosis techniques to put you into a relaxed state — a trance, if you will — so that both your conscious and subconscious mind are working together to learn as fast and effectively as possible.

Special Offer!!!!

Use our hypnotic CD programme to enhance your determination, motivation and will power as they will embed the contents of this booklet into your subconscious mind as well as changing the way you think , act and feel around food. For full details of the CD programme which is now at **SPECIAL OFFER DISCOUNT PRICE limited time only, visit our website:**

www.mac-health.com

A brief introduction to hypnosis

Many people think the idea of hypnosis is a little scary or weird. I understand! But as a licensed clinical psychologist, I use hypnosis extensively in my work to help clients reach their goals and improve their health.

Dr. Gerard Sunnen of the New York University School of Medicine called hypnosis “the most potent nonpharmacological relaxing agent known to science.” The American Medical Association approved hypnosis as an appropriate tool for qualified professionals in 1958, and my book *Medical Hypnosis* is now used as a textbook by medical school students. Hypnosis is more and more mainstream.

Questions and answers about hypnosis and weight loss

Of course, you probably have questions about hypnosis, and how you could use it for control your weight. I’ve included some questions that I’m often asked, and my answers.

“What is hypnosis?”

Hypnosis is simply a relaxed state of focused attention. By temporarily bypassing your conscious mind, it gives you the power to make behavioral changes at a deeper level than when you attempt to make changes at the conscious level.

One way to think about it is that hypnosis increases the communication between your conscious desires (like losing weight), and the unconscious mind (where your true power to change exists).

“Will I lose control?”

Because of the movies and stage show acts, there is a perception that you will lose control when using hypnosis or somehow be under the "power" of the therapist. Nothing could be further from the truth.

The power lies in your mind, because while under hypnosis you have greater awareness than when you are fully awake and you retain all the power to select what you want to say or do. You won't do anything in a hypnotic state that you would not find acceptable in your normal awake state.

In clinical hypnosis, you will be aware of what is going on and you will find you actually feel you have more control over yourself. The hypnosis is simply increasing your ability to communicate with yourself.

"Hypnosis is not mind control. It's a naturally occurring state of concentration; it's actually a means of enhancing your control over both your mind and your body."

— *Dr. David Spiegel, Assoc. Chair of Psychiatry
Stanford University School of Medicine*

“How do I know if it’s working? How do I know if am actually hypnotized while listening to the sessions?”

The experience of hypnosis is different for everyone. You might go very deep and not remember the session. In this case, it is obvious that you were under hypnosis. But for many people, hypnosis is much like reading a good book. You are absorbed, but are still aware of your environment and your internal dialogue.

The depth of the trance has no effect on your results. The best way to notice if the hypnosis is working is to notice your decisions during the day surrounding food and exercise. Gradually, it will be easier and easier to make the right decisions – but you will NOT be an automaton!

“How will I get out of the hypnotic trance?”

You go into hypnotic trances every day naturally and come out naturally. For example, when you drive long distances and time just goes by, or right when you wake up in the morning and hit the snooze button.

The trance in this program is very light (much like becoming engrossed in reading a good book). If the phone rings, you would hear it, and then decide whether to get up to answer, or if you would prefer to stay in the focused state of hypnosis.

“What can I expect after the first 3 weeks of using the program?”

After the initial three-week period, you will notice subtle changes to your daily routine. Perhaps you are drinking more water, and snacking less. Maybe you notice yourself eating (and enjoying) more vegetables, or perhaps you are now being satisfied with smaller portion sizes. The changes are not going to hit you over the head like a hammer. They will be subtle, but noticeable. You will also notice that going into hypnosis becomes easier as you learn to allow the sessions to work for you.

“Can I listen while sleeping?”

It is not a good idea to listen to the hypnosis sessions while lying down to go to bed. If you fall asleep, the sessions will not be effective. A great time to listen is in the morning when you wake up, or in the evening when you get home from work.

“Can I listen while driving?”

Absolutely not. Never listen to a hypnosis session while driving or engaged in any activity that requires your attention. Please listen in a quiet place where you will be

undisturbed, without operating a vehicle or any dangerous machinery.

Use our hypnotic CD programme to enhance your determination, motivation and will power as they will embed the contents of this booklet into your subconscious mind as well as changing the way you think , act and feel around food. For full details of the CD programme which is now at **SPECIAL OFFER DISCOUNT PRICE limited time only, visit our website:**

www.mac-health.com

Curious about whether it really works? Here are some reviews of the program.

In the short time I have used the weight control hypnosis, I have seen a change in my eating habits. When I'm tempted to eat sweets, I don't know exactly what happens, but something in my head says, "No, you don't need that," and the urge passes. . . I've found disc 2 and the two tracks on it to be especially useful. Whenever I feel I need reinforcement, I go back to these.

**John Molloy
Mayo.**

I'm listening to track 3 at this point and I'm making better food choices. I'm eating out of smaller plates and bowls. This is something I would never have done before. I'm eating smaller portions of healthy foods. I just seem to be doing this because it feels right. It's almost like I can't help it. Is this the way it works?

**Anna Daly
Mullingar.**

When you hear his voice, you'll know he's the real thing. I lost 52 pounds, and to this day when I look at a piece of cake, I hear words in my head saying, "I can't eat that."

**Robert Ables,
Clane, Kildare.**

Enjoying Weight Loss is fabulous. Thought I forgot all about it yesterday, until I realized that I ate breakfast (which I rarely do), drank a lot of water, had a veggie dinner and DIDN'T EAT ANY SUGAR . . . A MIRACLE! Can't convince me that this system does not operate on some level . . . even though you're not always conscious of it at the time. Thank you, for Hypnosis.

**Anne Carroll
Tullamore.**

I feel totally grateful for Hypnosis CD programs. I have enjoyed using them with my many clients and for myself. They are professionally done and an essential tool for safe and effective weight loss. Again I highly recommend this product.

Gerard Moynihan
Athlone.

I have purchased *Weight Loss* CD's and DVDs and have been using them since Christmas. I am a lifetime Weight Watcher member who has been 15 pounds from goal weight for at least a year without any success at getting closer. I never put on any more than that, but I have been unable to get the last 15 pounds off to get back to my lifetime goal that I reached originally in 2000.

I, so far, think it is just hilarious how much I like my water now. I have also planned my meals ahead without thinking about it and I have gotten more exercise than I have in months. I think I was the only person in my WW home group who actually lost weight between Christmas and New Year's.

Catherina Duffy
Westmeath.

Hypnosis has helped me lose weight and keep it off longer . . . This set of hypnotic CDs has a lot to offer: a warm, fun hypnotist offering sound dietary advice and a variety of trances for a range of issues, from choosing a food plan to avoiding temptation.

Helen Hunt
Antrim.

This has been my first successful experience with hypnosis. I have tried similar products in the past without results, but am glad I persevered and found this professional program. The CD's are masterfully done. The variety in technique presentation, the calming voice of the narrator, and the usefulness of the information presented is unsurpassed. All the suggestions are based on sound nutritional research and are effective in replacing unhealthy eating habits.

I have used the program for just 10 days and have lost 6 lbs. What is most amazing after all my failed attempts at weight loss is the ease of sticking with my program since using the CD's! For the first time in my adult life I feel like I am in control of my response to food, and believe I am incorporating all those healthy eating habits that have eluded me in the past. It feels wonderful to go through the day without obsessing over food, and feeling fulfilled rather than deprived. I can definitely see these as lifetime, lifestyle changes. Thank you for the wonderful tool!

Angela Roberts
Co. Offaly.

I was very skeptical but called and talked to someone in sales and was reassured that there is no gimmick -- money back within a year if you aren't happy. So -- I started using them in early April. I have to date lost 16 pounds and never ONCE deviated from the WW program. I am walking 45 minutes a day 6-7 days a week, drinking way more water and even was able to go away for a weekend and stay on plan in airports and hotels. Needless to say, I am very pleased.

I am now down 20 pounds and still have not had any problems with stress eating (my lifetime habit is to overeat). I am also walking close to 5,000 steps per day now (a little over 2.5 miles) and into a size 16 from a 20/22 and people are finally beginning to notice. I personally thank you for your program even though I don't understand how it works. I am starting to like who I see in the mirror.

Silvia Malone
Dublin.

My mom sent me your Weight Loss hypnosis CDs (as a not-so-subtle hint). I was about 40 pounds overweight and had already tried hypnosis for weight loss before with no results, so I was not optimistic. I have never been able to follow a diet for over 3 weeks, so I decided that this time I would use your CDs in combination with The South Beach Diet and see what happened. It has now been a little over 2 months and I have lost 25 pounds! The best part is that following the diet has been easy this time -- it is almost like I can't NOT follow it.

Kevin Shiels
Midlands.

This audio weight loss program has made it super easy to stick to my eating and activity program! All my cravings have been banished, and I'm eating healthier than ever before. Not only that, I'm finally exercising on a consistent basis without even thinking about it.

Joe Bennet
Athlone

The CD programs are nothing short of amazing!! It's probably one of the toughest things to accomplish as a clinician . . . to change a mindset of a patient, even if it's for their own good and they truly want to alter their lifestyle, habits, psychological patterns of thinking, etc. We as doctors can set up protocol after protocol to help people on the road to wellness, but if they are not totally convinced on a core level . . . forget it! I have been using the *Weight Loss* program with my patients who tell me they don't even think about "bad" food anymore . . . it's just a fact in their mind. They find it easy to change self-destructive behavior and "stay with the program" that I recommend. This has always been my biggest challenge as a clinician.

Dermot Greham
Sligo.

I started listening to the *Weight Loss* sessions about 2 weeks ago. I was at the end of my rope, and it's funny, because before I started I felt like I had been hypnotised to eat as much as I could, as fast as it would go down. I had been attempting to start the Weight Watchers program every day, only to stop at 18 points and have a complete binge.

Since using the hypnosis sessions, I have seen a complete turnaround. I no longer binge. It hasn't been perfect, but I have been following the plan, and when I do start to go off on a binge, it's so easy to stop myself. I also feel a lot happier. I feel great, but the best part -- I've lost 8 pounds in just 2 weeks. This is just what I needed!

Nicola Carey
Ballymun.

About two months ago, I started listening to *Weight Loss DVDs* and your hypnosis CDs scripted. Not only did I want to lose about 15 pounds, I also needed to find a way to adhere to a rather strict hypoallergenic diet without feeling deprived. Over these past two months, I've lost ten pounds and haven't been seriously tempted to eat any of the foods off limits to me.

Being hypnotized has led to two major changes. Now, **I eat much more slowly and stop when I'm full, something I never used to do. More importantly, I have sustained an exercise program for two months (a personal record) and look forward to exercising every day --something I never thought would be possible.** In the past, if I was exercising on a regular basis but the exercise was interrupted, by illness, for example, I would never resume. Recently, though, I had the flu, and as soon as I felt well enough, I was actually anxious to start exercising again. Whenever I am in a hypnosis session, I don't want it to end because I feel so relaxed and warm. I thank you for your wonderful CDs and creative DVDs.

Veronice Davy
Offaly.

Use our hypnotic CD programme to enhance your determination, motivation and will power as they will embed the contents of this booklet into your subconscious mind as well as changing the way you think , act and feel around food. For full details of the CD programme which is now at **SPECIAL OFFER DISCOUNT PRICE limited time only**, visit our website:

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