British hypnotist offers cheap, effective way to quit smoking

KUALA LUMPUR, Thurs. — Boasting a 95 per cent success rate at helping smokers kick the habit, British hypnotist Valerie Austin reveals the techniques she uses in her latest book *Stop Smoking in One Hour*.

Austin said the book, published by Berita Publishing Sdn Bhd, offers a simple and practical explanation on how and why the mind is resistant to a decision to stop smoking.

Austin who also has an institute in Langkawi offering Stop Programmes for habits, phobias, fears and stress said hypnosis was probably the cheapest, simplest and most effective method to quit smoking.

Austin called smoking a mental addiction and said it was very difficult to stop the habit which was locked into the subconscious mind.

"Through hypnosis we reach into the subconscious mind and teach it that the habit is no longer necessary."

Other features explained in the book are hypnosis, hypnotherapy, suggestion, case studies, self hypnosis, scripts for inducing relaxation and stopping smoking, reports from around the world on hypnotherapy and other products on the market that help smokers stop the habit.

Austin took up hypnotherapy as a career after hypnosis treatment helped her regain her memory following a car crash.

The treatment under American hypnotherapist Dr Gil Boyne led her to become one herself, developing a technique for stress reduction and trauma-related problems.

Her institute in Langkawi offers weekend stop smoking and stress relief programmes.

Austin also organises the *Learning in Paradise* holiday-cum-training session in Langkawi and a similar one in Beverly Hills, organised with Malaysian Airlines Golden Holidays.

The courses, ranging from seven to 10 days are recognised by the American Council of Hypnotist Examiners. The Health Ministry has also endorsed her one-hour stop smoking technique.

She runs a practice in Harley Street in London as a consultant to psychiatrists and doctors, following a year as a hypnotherapy consultant to a private hospital in Britain.

Austin can be reached at the institute in Langkawi (04-9552586) or in Kuala Lumpur (03-4563490).

Information on hypnotherapy and training can also be obtained through her homepage at http://www.paradiselearning.com



HYPNOTHERAPY ... Austin with her book which promises to help smokers quit the habit in one hour. — NST picture by Choo Choy May