

WHAT YOU NEED TO KNOW ABOUT SENSIBLE WEIGHT MANAGEMENT...

- if weight loss or gain was in fact about eliminating (or adding) extra calories, everyone would reach their ideal weight range on sheer willpower alone. Unfortunately, as serial dieters have learned, it isn't as easy as counting calories;
- everyone functions differently; there can be no standard 'diet' that works for everybody, regardless of what the advertising says.
- there are many reasons why weight management is such a burden for many; whatever it is, a root-cause is often responsible for the issue in the first place;
 - body image
 - needing insulation or protection against unwanted attention
 - fear of relationships
 - low self-esteem, depression, persistent sadness
 - guilt, shame, self-loathing
 - stress
 - fear of 'forbidden foods'
 - addiction to 'comfort' foods
 - food allergies
 - nutritional deficiencies
 - chemical toxicity
 - birth control pill
 - lack of exercise
 - diet high in refined and processed foods
 - insulin imbalance
 - impaired thermogenesis (mechanism of fat burning to produce heat)
- once the central or root cause has been dissolved and permanently eliminated with hypnotherapy, it is necessary to embed more productive habits that support a positive self-image, healthy eating and exercise; hypnosis on it's own accomplishes little; hypnotherapy uses the tool (hypnosis) to embed productive client-benefiting beliefs to ensure that the changes you truly want are achieved;
- sometimes a healthy-sized person gains or loses significant weight and acquires a weight management issue caused by;
 - medications
 - hormonal imbalances
 - toxic food and medications

- physical problems preventing exercise
 - GMO Foods and food additives
- Hypnotherapy can help the body heal, motivate the individual toward wellness and well-being and a good hypnotherapist will work with an individual's doctor(s) to address the issues caused by pharmaceuticals. There are alternative remedies without weight-gain side-effects available from competent naturopathic doctors and your hypnotherapist and family doctor can help you find one in your area.
 - heredity is often used as a scapegoat; if an individual was of healthy weight most of their lives and suddenly find themselves with a weight management issue, it is unlikely that heredity is playing much of a role; in fact heredity plays a very small part in weight gain for most people.
 - if the root cause of one's emotional struggle is not identified and neutralized, one finds the issue migrating as one symptom then another, then another...
 - quit smoking to end up gaining weight
 - start another coping habit such as gambling
 - give up alcohol abuse only to rely on food or nicotine
 - A person would not choose to hurt their body by overeating, under-eating, smoking, abusing substances, etc unless they were driven to do so by the need to cope with negative feelings.
 - Food is the major coping tool for most people and the first culprit for obesity. In today's environment, most people simply eat too much of the wrong foods. The typical diet is loaded with high *fat*, *sugar* and *high carbohydrates* that work against any results that might come from eating less.
 - Since most food has been *chemically altered*, those chemicals are stored in fatty tissue as the body simply cannot eliminate them; the chemicals themselves cause weight gain or loss.
 - *Fast food* is made very tempting for many with busy life-styles. These fast foods have excessive levels of fat causing many undesirable effects. Food organizations and medical governing bodies are not willing to take steps to address this matter; if the impact of literally *poisonous food* is to be addressed, it must be addressed by the individual;
 - *Junk food and processed foods* can become addictive due to the many chemical additives that food manufacturers are permitted to add to foods...most of these additives have side-effects that eventually accumulate to overwhelm the body. Sugar is the greatest example of a truly damaging additive; Hypnotherapy can help dissolve the addiction to these addictive food additives;
 - *binge-eating* is very common in those with eating disorders. Again this is the realm of hypnotherapy...eliminating the root cause removes the 'driver' of the habit;

- **exercise** increases the heart rate that increases blood flow. Fortunately, a simple 15 minute daily walk will do more for health than pounding the pavements in a marathon, but if a person's food is not nutritious and life-sustaining it is very difficult for a person to be motivated to exercise;
- the **toxic environment**: Many people simply must live under a barrage of toxins...breathing exhaust fumes and industrial pollutants. While a good many people adhere to a good diet and get regular exercise, they find it hard to lose weight. The toxic load on the body has as much to do with weight gain as does eating improperly. Toxins such as lead, cadmium and other heavy metals are not easily eliminated and remain locked up in the fat and the bones.
- If environmental factors are the major reasons for weight gain, it's more important to engage in a **program of detoxification** rather than a diet program. Working with a competent naturopath can help remove toxins from the environment and medications safely...renewed vitality is always the result of a proper detoxification; a competent hypnotherapist can work with an individual to maximize the detoxification by employing the individual's subconscious to influence the body to this end.
- **personal habits**: if in childhood a person has subconsciously accumulated habits that lead to ill health, the only way to remove those unproductive and damaging habits and re-learn positive life-giving ones is to address the issue at the subconscious level where the problem actually resides. Willpower is rarely enough. This is where hypnotherapy is an ideal vehicle for permanent and positive change of habits;
- **smoking, skipping breakfast, not getting enough sleep and not drinking enough water** all contribute to weight gain and in some cases very serious weight loss;
- **Obesity (adiposity)** *is a condition in which people are visibly overweight and have well-developed adipose tissue. Metabolic illnesses are rarely the cause. Obesity is defined as a BMI (Body-Mass-Index) above 30. Being overweight or obese is defined as an increase in body weight as a result of an excess accumulation of adipose tissue in the body.*
- **regulating meals**: A time limit for the consumption of food is important in order to give the body time to digest and absorb the nutrient components. This can be helped with hypnotherapy.

Satiation (the feeling of being full): this fundamental regulatory mechanism can easily be disrupted by the mind or any other sensory influences. The sensual delight in eating easily overrides the hunger/satiety signals. If the food is tasty you will eat it, regardless of whether you are full or not, or whether it is healthy or not. The temptation to eat more can therefore easily lead to an excessive and unnecessary intake of energy and toxins. If the regulatory mechanism can be disrupted by the conscious mind, it can be convinced to function properly again in the subconscious mind through hypnotherapy.