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FOR IMMEDIATE RELEASE

***With the Holidays Around the Corner, It's Time to Try Something a Little Different...
Find out how Hypnotherapy can turn your life around forever...***

(Denver, CO) Every year, the holidays seem to creep up a little faster than the year before. For many of us, shopping, airports, tricky weather, and late nights cooking and celebrating with family and friends are a recipe for stress. And then before we know it, New Years is here and we are promising ourselves that next year, we are going to change lifelong habits, slow down and enjoy life more. But without additional help, this can be set-up for failure.

Today, more and more people are turning to alternative medicine to help with a variety of ailments. **Hypnotherapy, a guided visualization technique, is fast becoming a popular tool for changing unwanted behaviors and reactions like stress and anxiety, fears and phobias, low self esteem, chronic pain, smoking, and weight management.** Although hypnosis has been around for centuries, modern hypnotherapy has only found its way into mainstream health care in recent years.

How does it work? In a hypnotherapy session, the certified practitioner uses a series of relaxation techniques to quiet the busy conscious mind and send positive messages directly to the client's subconscious. By repeating positive suggestions while in a relaxed state, clients are encouraged to "re-program" their belief systems with healthier messaging. This technique allows clients to become "un-stuck" and develop better thought patterns and behaviors.

For example, in a study reported in the *Journal of Clinical and Experimental Hypnosis* (vol 55, number 2), cognitive behavioral therapy that included hypnosis showed a significant decrease in depression, anxiety and hopelessness than treatments using cognitive therapy alone. The National Institutes of Health has concluded that hypnosis effectively decreases tension headaches and chronic pain associated with different types of cancers (Oct 1995, NIH). The *Journal of Clinical Psychology* (41, (1), 35-41) indicated that subjects who underwent hypnosis were more effective in slimming down – and staying slim! – than participants who relied on behavioral tools alone.

In addition to altering lifelong beliefs and reaction patterns, hypnotherapy works by reducing blood pressure, muscle tension and lowering the production of stress hormones.

The holidays can and should be a time of joy and sharing with your loved ones. If you're tired of feeling more run-over by the holidays than rejuvenated, it's time to treat yourself to a "hypnotherapy makeover" before the festivities begin. By taking care of ourselves first, especially during chaotic times like the holidays, we can truly begin to live the lives we are meant to live.

About Ms. Fralick, CCHt.: Ms. Fralick is a certified hypnotherapist with the highest level of training from the Colorado School of Counseling Hypnotherapy and a BA in Psychology. She has extensive experience in the non-profit sector helping people in the community. Ms. Fralick is a member of the Colorado Association of Psychotherapists and the American Council of Hypnotist Examiners. She is available for interviews and radio and television appearances. To view her product catalog of Self-hypnosis CDs, visit www.hypnosisbyheather.com.

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