

Contact: Heather Fralick, CCHt.
Denver Hypnotherapy & Energy Medicine
1805 S. Bellaire, Ste. 530
Denver, CO 80222
Telephone: (720) 208-6695
Email: heather@hypnosisbyheather.com
www.hypnosisbyheather.com

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FOR IMMEDIATE RELEASE

New Years Resolutions: “*Let Auld Habits be Forgot...*”

(Denver, CO) Starting a new year often feels like we have a chance to begin anew. Soon, many of you will be making your resolutions. Perhaps like years before it will be to lose weight, stop smoking or improve your finances. No matter what your goals are for the upcoming season, now is the time to succeed by reinforcing your resolutions with hypnotherapy.

While some people enjoy results from their goal-setting each year, many of you have become disillusioned about creating New Years Resolutions. In fact, for some, the custom has come to symbolize a sense of personal failure: poor will power, indecisiveness or a lack of follow-through.

“By the time many of my clients come to see me,” says Ms. Heather Fralick, CCHt., “they are frustrated because they haven’t achieved more of their goals. In hypnotherapy, we bypass the conscious mind to the underlying beliefs that are driving the undesired behaviors. This technique allows clients to become ‘un-stuck’ and move on more easily.”

Habits are easier to break when hypnotherapy techniques are incorporated because of the repetitive nature of hypnosis. By the repeated suggestion of new desired behaviors while in a relaxed state, clients are more likely to establish and retain them. For example, a study reported in the *Journal of Clinical Psychology* indicated that subjects who underwent hypnosis were more effective in slimming down – and staying slim! – than participants who relied on behavioral tools alone.

“Hypnotherapy offers extra support – a helping hand – to those who want to achieve something specific in their lives,” Ms. Fralick adds. “Using the mind’s power to reinforce new beliefs helps ensure that we retain the changes going forward.”

Additional physiological benefits from hypnotherapy include a reduction in blood pressure and muscle tension, as well as a decrease in stress hormones. Long accepted as a therapeutic tool by the American Medical Association and the American Psychiatric Association, hypnotherapy is becoming a popular tool for reinforcing positive behavioral changes.

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, International Medical and Dental Hypnotherapy Association, and the American Council of Hypnotist Examiners. She is available for interviews and radio and television appearances. To view Ms. Fralick in a recent appearance on CBS4 or to see her product catalog of Self-hypnosis CDs, visit www.hypnosisbyheather.com.

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