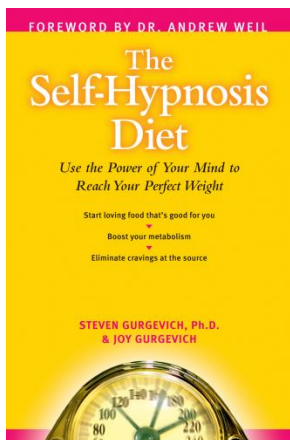




**Steven Gurgevich, Ph.D.
& Joy Gurgevich**



Paperback book
6" x 9" / 232 pages
CD / 1 hour
ISBN 1978591796725
\$15.95 US

Also available in
hardcover
ISBN 1978591794752

CONTACT: Beverly Yates
Senior Publicist
303-665-3151 x153
publicity@soundstrue.com

THE SELF-HYPNOSIS DIET

An interview with authors Steven Gurgevich, Ph.D. & Joy Gurgevich

Q. For people who are skeptical about self-hypnosis, can you talk to us about specific statistics or proof from the medical industry?

Steven: Absolutely. All hypnosis is actually self-hypnosis, because it's not something that's done to another person. No one gets "hypnotized" by somebody else. That's one of the greatest misconceptions: that it's done to somebody. Another misconception is that one relinquishes their consciousness or gives up their control to somebody else. That's totally false. A hypnotic trance is just about identical to a daydream. If you think about what a daydream is like, it's a very relaxed form of concentration where you're awake and you know where you are, you know what you're doing, but you're suspending having to be reactive or responsive to a lot of things going on around you, including what you're feeling within you at times. A hypnotic trance is facilitated or guided or taught by the practitioner. It's not done to the person.

There are hundreds of articles that have been published in medical journals that attest to the effectiveness of hypnosis for a wide range of medical, psychological, and behavioral problems. The history of hypnosis goes back well over 150 years in terms of the interest by the medical community. There are literally hundreds of medical journal articles that show both clinical studies and experimental studies demonstrating the effectiveness of what we can do with our mind. Again, it's not done to the person; it's facilitated. All the credit for what is accomplished with hypnosis goes to the patient.

Q: Is there any danger in using hypnosis?"

Steven: Basically, hypnosis is easy, drug-free, effective, and without side effects. But when it's used by somebody who doesn't have the training or the background to treat the condition they're using it with, that could be problematic. My rule of thumb is, somebody shouldn't be using medical hypnosis to treat a condition unless they're also trained to treat the condition without hypnosis. So I guess my only caution with hypnosis is, use someone who has the credentials and the training, like a certified hypno-therapist. I would go to a doctor or a psychologist, somebody who has the credentials to use this tool, because it's a powerful tool.

ST: When did you begin teaching self-hypnosis?

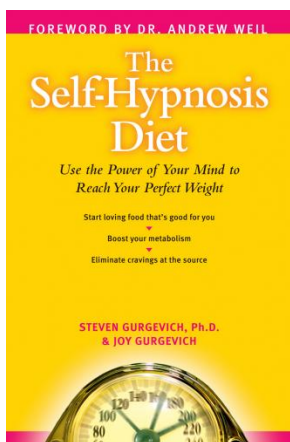
Steven: The early 1970s—over three decades ago. I've been personally involved with it since 1962, when I first got interested in it.

Q: After all of these years of working with people in self-hypnosis, what is the most recent occurrence you've witnessed that has left you in awe of its healing effects?

Steven: Probably the most dramatic to me was the case of a gentleman who had cancer. He came to the office reluctantly, because his wife made him. She also



**Steven Gurgevich, Ph.D.
& Joy Gurgevich**



Paperback book
6" x 9" / 232 pages
CD / 1 hour
ISBN 1978591796725
\$15.95 US

Also available in
hardcover
ISBN 1978591794752

CONTACT: Beverly Yates
Senior Publicist
303-665-3151 x153
publicity@soundstrue.com

took him reluctantly to Dr. Weil's clinic. [Note: Joy and Dr. Steven Gurgevich are both facilitators at Dr. Andrew Weil's Program in Integrative Medicine at The University of Arizona College of Medicine.] He was a retired electrical engineer, and he had cancer. He was so resistant that I suggested that, "Since you're really not interested in this, and you've already come to the office for a session, why don't I talk to your wife? Why don't you just relax, and you can listen along if you would like to?" In the middle of the session—I'm really talking to him even though I'm sort of addressing his wife—his whole body jerks.

I asked him afterwards, "What was that about?" He said that he was imagining what I was describing; that a big, powerful light was showering through his body, cleansing away any cancer cells. About three months later, I happened to run across his doctor, and he said, "You know the fellow who just didn't believe in any of this stuff that we do at The Integrative Medicine Clinic? He gives you credit and the mind-body connection credit for healing his cancer." It just disappeared. It was one of those cases of clearly spontaneous healing, where no one could really explain why his cancer disappeared, other than his experience that day with his mind. That would be one story.

I think the stories that please me most are just the common, everyday experiences of patients that come in with skin problems, behavioral problems, gastrointestinal disorders...and we see almost immediate results and improvement because of their ability to access the mind-body connection and tap into the power of their subconscious mind for healing.

Joy: Some of our other favorites are women who use our fertility booster CDs for self-hypnosis. We get pictures of newborn babies, thanking us.

Steven: One lady wrote to me who had two babies die during the second trimester, and she knew when they died. Her doctors told her that she'd have to go on these special fertility drugs and she couldn't get pregnant for another year. Then they advised her, "Just get a hysterectomy and adopt children."

She wrote me a lovely little letter saying, "Would you please create something where I can use my mind to tell my body I can get pregnant and have a baby?" It took about two months, but I devised something. About ten months or eleven months later, we got a lovely photograph of a little infant named Sammy. He was perfectly healthy, and she had a great pregnancy with no side effects and a lovely, natural delivery. She proved all of her fertility experts wrong by just using the power of her mind.

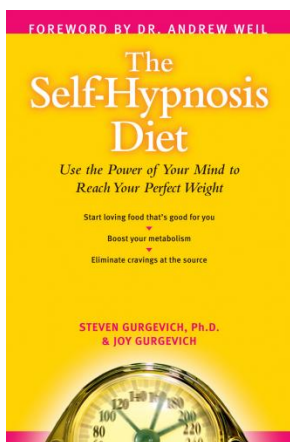
Those are everyday experiences. Going into trance, or producing what we call a hypnotic trance, is what we call an everyday phenomenon. Every time somebody pauses to stare out a window, and they suspend actively thinking or analyzing, but simply become absorbed in their thoughts or ideas or imagination, that is a trance. We help somebody create that and fill it with images and ideas of healing, the mind-body connection does the rest.

Q: So it's just a matter of tapping into that power that's there all the time, and harnessing it or navigating it to accomplish anything we want to accomplish?

Steven: Yes, because, as I tell the patients, everything you need is already



**Steven Gurgevich, Ph.D.
& Joy Gurgevich**



Paperback book
6" x 9" / 232 pages
CD / 1 hour
ISBN 1978591796725
\$15.95 US

Also available in
hardcover
ISBN 1978591794752

CONTACT: Beverly Yates
Senior Publicist
303-665-3151 x153
publicity@soundstrue.com

within you. The hardest part of doing hypnosis is getting out of our own way. We set it into motion with our thoughts and ideas, we believe in it, and let it occur. We make it happen by letting it happen.

Q: You mention “the law or reversed effect” in your book. Can you talk a little more about that?

Steven: If we try too hard, all we’re doing is getting in the way. That’s the law of reversed effect. Think of it like when you want to say the name of, say, a movie title or a book title, and you know you know it, but at that moment you can’t remember it. It’s on the tip of your tongue, and you try and you try, and you repeat the question over and over, “What’s that name? What’s the name?” At that point, you’re simply trying. You’re not remembering. But when you offer it to your subconscious with an idea of, “Oh, I’ll remember later. It’ll come to me,” and then you let go of the question, you discover that you cannot know the answer until you forget the question. That’s getting out of your own way. That’s probably the hardest part of doing hypnosis—getting out of our own way and letting ourselves believe.

Q: Will hypnosis help with some of the constant chatter that goes on in our minds?

Steven: Let the chatter go. Just recognize that it’s present, but choose where else you might put your attention. Don’t let yourself get caught up in it. It’s okay. You can be having all kinds of other thoughts streaming by. That’s fine. It’s like, when we work with children, some of the doctors I train in pediatrics will say, “The kids aren’t still! They’re moving around, their eyes are opening and closing, they’re jiggling, their legs are jumping up and down...” And I say to them, “That’s right.” For adults, it’s usually our minds that are doing all of that, from the inside, but that’s fine. All that’s important is where we put our intention, where we put our belief.

Q: Can hypnosis help us work with our fears?

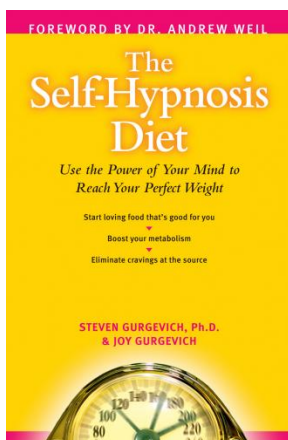
Steven: Yes, absolutely, because we’re born with only two fears: loud noises and falling. That’s what researchers have said for many years. All other fears, whether it’s a fear of confined spaces, snakes, spiders... all of the other fears are learned. Fear is irrational. It doesn’t exist in reality. If it did, we’d all be afraid of the same things. We’d all be afraid of snakes. We’d all be afraid of spiders. It is learned, and anything we can learn, we can unlearn by relearning something else. That’s exactly what hypnosis does for anxieties and phobias and behavioral problems. We substitute a positive solution or a positive answer for a negative pattern that had been previously learned.

Q: How can traditional diet methods be complemented by self-hypnosis?

Steven: Any diet method would be complemented by self-hypnosis because the individual is adding the element of their own conscious and subconscious mind. They’re enhancing their motivation, their belief, their willpower, and their expectations for a positive outcome. You know, if you set your sights on success, that’s where you’re going. If you set your sights on something less than success, that’s where you’ll wind up. Self-hypnosis helps people identify what they want, picture it, imagine it as they would like it to be. It’s like programming the inner computer to go into motion and do the work.



**Steven Gurgevich, Ph.D.
& Joy Gurgevich**



Paperback book
6" x 9" / 232 pages
CD / 1 hour
ISBN 1978591796725
\$15.95 US

Also available in
hardcover
ISBN 1978591794752

CONTACT: Beverly Yates
Senior Publicist
303-665-3151 x153
publicity@soundstrue.com

Q: A lot of us fluctuate—our weight goes up and down. How does self-hypnosis help in creating a more stable body weight?

Steven: I think that, just like in our book, *The Self-Hypnosis Diet*, what makes this effective is that it's not a diet. We discourage dieting. Diets don't work. The self-hypnosis diet provides a missing ingredient whereby we use the mind-body to establish lifelong patterns of eating and exercise that make it seem like you can eat anything you want and still keep your perfect weight. So in short, the self-hypnosis is helping the individual to make lifelong patterns of healthy food choices and exercise patterns so that, by simply living them, they maintain their natural perfect weight. If they need to make adjustments to that, these are very simple at that point.

Q: It seems like an impossible dream to be able to undo some of the thoughts that have kept us going up and down, and to be able to actually replace them and relearn with new thoughts.

Steven: Well, change is difficult, and change is stressful, but if an individual really wants to have their perfect weight, a weight that they're more satisfied with, they have to make changes. Otherwise, if they keep doing what they've been doing, they'll keep getting the results that they've been getting. As I said, change is stressful. That's another selling point on self-hypnosis: that self-hypnosis is so euphoric and so comfortable to do that the change seems almost effortless. You're feeling very relaxed and very pleased and very focused on your achievement, rather than focused on the effort. Somebody using self-hypnosis is imagining that they already have achieved what they want. That's a wonderful feeling! That allows them not only to attract it to them, but to set into motion their movement towards it.

Q: Is this something I'd have to do forever?

Steven: Initially, it would be good to learn how to do it, how to experience it. It would be much like, "I'm going to learn how to use my ability to daydream to put the thoughts and ideas in my mind of what I want to change, or what I want to have, and then I allow my mind-body, or my subconscious, to do it for me." And you let yourself believe in it. It's really that simple. Hypnosis is very easy. It's drug-free. It's without side effects. Again, the hardest part is getting out of our own way.

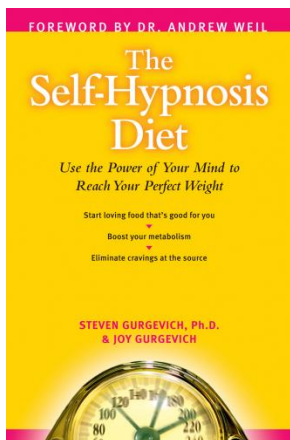
Q: How often should I plan to use it at first?

Steven: If you're using the CD in the back of the book, I would say for the first month use the CD every day. Meaning, pick one of the tracks that you find is the most compelling or compatible with your needs. There's one that's made for regular daily use, but there are a couple of others, like an emergency rescue remedy from cravings. Find one that you like, or mix them up, and every day give yourself the experience of doing it. Within 21 to 30 days, you'll have already created the automatic ability to turn hypnosis on whenever you want to have it available. It doesn't have to be ritualized at all. What you're discovering is that you're tapping into the powers within you.

Again, everything you need is already within you. Self-hypnosis just lets you discover how to access it. Think of it: whether it's driving a car, using a pencil, riding a bicycle, typing on a keyboard, playing a piano... If you do something



**Steven Gurgevich, Ph.D.
& Joy Gurgevich**



Paperback book
6" x 9" / 232 pages
CD / 1 hour
ISBN 1978591796725
\$15.95 US

Also available in
hardcover
ISBN 1978591794752

CONTACT: Beverly Yates
Senior Publicist
303-665-3151 x153
publicity@soundstrue.com

21 days in a row, even if it's only for a couple of minutes, a year later, there's a part of your body that still remembers how to do it.

Q: For those of us that have been on the diet rollercoaster, the fantasy is that we wouldn't be so obsessive and worried all the time about food. With the mind-body connection, it seems logical that at some point, the body would tell us what it wants and we feed it naturally, instead of feeding the emotional cravings. Could that happen?

Joy: Yes, absolutely. You know, the self-hypnosis diet's main goal is to help you feel like you can eat anything you want and still keep your perfect weight.

Steven: And as you move from fantasy into belief, even if it's only pretending, you have set it into motion. As long as you can let yourself believe it's possible, it's going to happen.

Joy: And you know something that I think a lot of people enjoy hearing is that, when you know that you have to turn that into a belief, you really only have to believe it 51 percent. There can still be thoughts in there that you know you don't really believe it, but if you just believe it 51 percent, that's all you need to put yourself over into that area that's going to make it work best for you.

Q: Joy, in what other ways does the work you're doing help us with our issues around food?

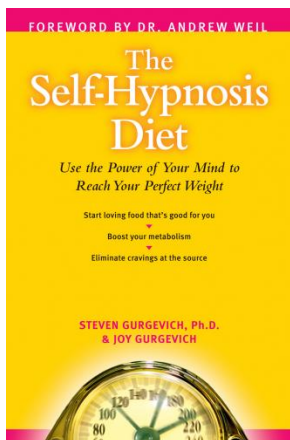
Joy: I think the main way it helps is that it moves people towards eating foods that are very wholesome and nourishing. When a body is fed nourishing and wholesome food, it becomes satisfied. If we sit down and start binging on French fries and Twinkies, we may have eaten enough calories to fulfill the calorie need, but we haven't satisfied our body with the nourishment that it needs. So that brings into play that need for something more to eat, not being satisfied with what we've had, even though we've had a lot of calories.

Two thirds of Americans are overweight, and basically that is because we are under-nourished, but over-fed. We eat a lot of fast foods, we eat a lot of foods that are highly processed, and not high quality. If we eat more foods that are very close to nature and as little processed as possible, those are the foods that really nourish our bodies and give us that feeling of satiety, of satisfaction that we've actually had a good, wholesome meal. They're nutrient-dense. Many of the foods that we eat in America are very nutrient-poor, but very high in calories. We need to switch that around. We have to get into the balance so that we're eating more nutrient-dense foods. And some nutrient-dense foods are very high calorie, too, but they're excellent quality and very satisfying.

Steven: We were featured in the December 26, 2006 issue of *Women's*



**Steven Gurgevich, Ph.D.
& Joy Gurgevich**



Paperback book
6" x 9" / 232 pages
CD / 1 hour
ISBN 1978591796725
\$15.95 US

Also available in
hardcover
ISBN 1978591794752

CONTACT: Beverly Yates
Senior Publicist
303-665-3151 x153
publicity@soundstrue.com

World, and in the course of preparing that article they interviewed us about two months earlier, and they asked us to create a simple exercise to tap into the mind-body. We made a very, very simple one that the readers of that tabloid could do. They tested it out on a couple of their staff writers, and they each lost significant weight! In fact, one of them lost a pound a day, just doing a simple, affirmative-speaking-type process.

In each case, it was not about dieting at all. It was about telling ourselves that we do have a desire to eat wholesome foods, and that if we do eat foods that are outside the range of one's diet—like very rich cakes and cookies—then just a few nibbles or a few bites are very satisfying and more than enough to satisfy any desire for them, so we get to enjoy them. These two reporters published pictures of themselves and talked about how they could actually have a few bites of the treats they loved, but then they found that they were very full, and they wound up making other choices of things to eat. They were losing weight through the feasting process.

Everything you need to do this is already within you. As you allow yourself, as you go through the self-hypnosis diet, you allow yourself to believe, to pretend, imagine, and *believe* that it's going to happen, that it is happening, that it's already occurred. You'll be amazed and delighted by all that you are achieving with your hypnosis.

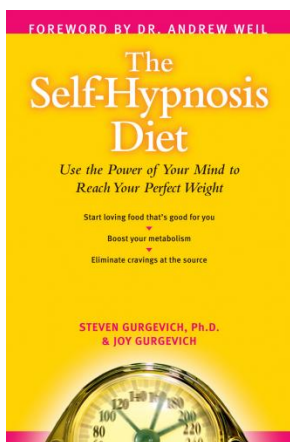
Once you've established healthier patterns of eating and exercise, you'll never have to think about dieting ever again. You know, diets don't work. You just have to get to that point of saying, "I'm not going to diet. I'm never going to diet again!" They don't work. They just don't do it. Instead, what does work? Healthy eating habits and regular exercise patterns. Over time, you've adjusted your palate, your preferences, so that it seems like now you can just eat anything you want and keep your perfect weight. If the healthy eating that you're doing is imposed on you, if you're *having* to do it as opposed to loving and preferring to do it above all else, it's not going to last. Again, that's what Joy does.

Somebody who's never eaten quinoa or oat groats or other nutrient-dense grains, when they taste them, they don't know what to think at first. They haven't learned to like it yet. They're still used to the high-salt, high-fat, high-sugar taste that the fast food industry promotes. Once you've made those palate changes along with, in your mind, the preference for what's good for your body, pretty soon, somebody could show you a Big Mac, and it might be the most luscious photograph in the world, but it will repulse you because you know what really is in that stuff.

In one of the exercises I did on the CD, there was one place where I made reference to—this was in preparation for going to a big meal—that you may find some foreign object in your food. What happens to you when you find what looks like a fingernail, or a toenail, or a long strand of hair in your food? That delicious, yummy food immediately changes.



**Steven Gurgevich, Ph.D.
& Joy Gurgevich**



Paperback book
6" x 9" / 232 pages
CD / 1 hour
ISBN 1978591796725
\$15.95 US

Also available in
hardcover
ISBN 1978591794752

So we can use some of those aversive techniques to say, “I’m going to use this to help me break up with this love affair with unhealthy and fattening foods. Instead, I’m going to develop a love affair with foods that make my body healthy, strong, vital, energetic, and as trim as I want it to be.

Joy: You know, there’s sort of a related trick to the aversive techniques, too. It’s when you start reading labels, when you start reading the ingredient labels to some of foods that you eat, when you actually realize what is in it, and understand that it isn’t healthy, it makes it a lot more difficult to eat that food. I’m sure you’ve been to wine tastings. I do food tastings, so that people whose palates are still needing to develop towards more wholesome eating can have a taste of some of these whole grains and healthy foods, and they can make a decision right then whether they actually like it. Once they’ve had a taste of something and they do like it and they know where to buy it, I know that they’ll go buy it the next time. So food tastings and reading labels so that they understand what is in the food that they’re choosing.

Steven: But it can’t be an imposed diet or restricted eating. It has to be something that somebody says, “I’m going to learn to love this. I’m going to learn to like this and love this, and my body is going to reflect it.”

Q: That’s why diets don’t work: because you feel like somebody’s telling you what to eat, when to eat it, how much to eat...

Steven: Yes, and the research studies done on diets and restrictive eating—I think we mention it in the book—have always shown that they don’t work, or if they do work, it’s very short-lived. People regain the weight back because they didn’t change the underlying habits and preferences. The self-hypnosis diet is a very comprehensive treatment of using the power of your mind to reach a perfect weight.

Any time an individual notices they are gaining weight, the first thing we want to look at is “Why is that happening?” We want to rule out any illness or thyroid or hormonal imbalance. If there’s nothing organically or medically wrong, so to speak, then the next step is to examine, “What is the person doing that’s producing those results?” As we say in the book, there are no mistakes; there are only unwanted results. If you’re not getting the results you want, that just means you have to go back and tweak and adjust your choices and preferences in diet and exercise and thinking patterns.

CONTACT: Beverly Yates
Senior Publicist
303-665-3151 x153
publicity@soundstrue.com

Sounds True
413 S. Arthur Ave. / Louisville, CO / 80027
www.soundstrue.com