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Contact: Beverly Yates

303-665-3151 x153

beverlyy@soundstrue.com

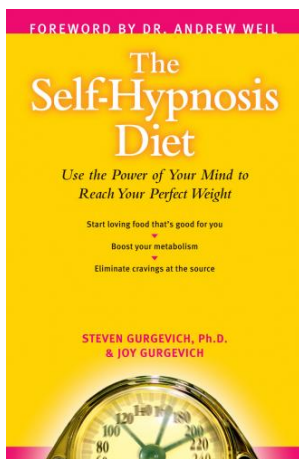
Online press kit: <http://tinyurl.com/Sbynor>

Available for interview: People with *The Self-Hypnosis Diet* success stories

Yes, You CAN Eat What You Want and Reach Your Perfect Weight

Two top instructors in Dr. Andrew Weil's Program in Integrative Medicine reveal why diets fail – and how to boost their success – with their book, THE SELF-HYPNOSIS DIET: Use the Power of Your Mind to Reach Your Perfect Weight

(BOULDER, Colorado) With two-thirds of American adults either overweight or obese, according to the National Center for Health Statistics, the suggestion that “you can eat what you want and keep your perfect weight” is sure to raise eyebrows. But hundreds of Dr. Steven Gurgevich and Joy Gurgevich’s clients successfully do just that by using self-hypnosis to program their bodies and minds to love the “right” foods and maintain their perfect weight, “the weight that gives you the body that is healthy.”



Changing habits and behaviors is the key to weight loss success, according to the Gurgeviches, co-authors of *The Self-Hypnosis Diet: Use the Power of Your Mind to Reach Your Perfect Weight* (Sounds True / January 1, 2009 / with 72 min. CD of guided self-hypnosis trancework sessions). Even the best diets can fail, they advise, if they don't include your most powerful ally: your subconscious mind.

With *The Self-Hypnosis Diet: Use the Power of Your Mind to Reach Your Perfect Weight*, Dr. Gurgevich, director of the Mind-Body Clinic at the Arizona Center for Integrative Medicine, and Joy Gurgevich, a behavioral nutritionist, offer step-by-step instruction in how to use the mind-body connection to overcome

the innate challenges of dieting. They dispel common myths about hypnosis, include a practical approach to eating well, and emphasize how to use self-hypnosis to maintain healthy thoughts, emotions, and beliefs that assure healthy eating and living patterns. The Gurgeviches have helped hundreds of people overcome common roadblocks to weight loss success, including:

- Stress eating
- Yo-yo weight gain
- Sugar addiction
- Food cravings
- Lack of will power
- Poor food choices
- “Comfort” binges

“*The Self-Hypnosis Diet* does not impose a diet on you,” claim the Gurgeviches. “Instead, it provides the missing ingredient in other diets. It’s about focusing mental energy to achieve our healthy weight, much as a magnifying glass focuses sunlight. You might view this as a diet of mental energy that nourishes your motivation and beliefs to create your desired weight.”

In fact, the Gurgeviches recommend not being a dieter or “restricted eater,” based on research that has conclusively shown dieting to be less effective for weight loss than changing behavior. Their clients agree. Here are just a few of their success stories:

ARIANA: “I’ve been practicing my self-hypnosis for four months and have lost almost forty pounds. Can do things without wheezing, and my joints have quit hurting. The area of my lifestyle where I see the biggest change is that I look in the mirror and like myself.”

JONATHAN: “My food choices are so much healthier. I don’t even want or desire foods that are not nourishing or beneficial. My energy level has increased, and I’m walking at least one mile a day. I don’t even have to consciously think about what I should be eating or doing; it just comes naturally.”

LORI: “All my life I turned to food for comfort. Now, I have more control than ever before. I can be with a group of people who are eating, and I don’t feel a need to eat. I used to dread exercise, and now I look forward to it. Before I started this program, I had high blood sugar, fatty liver, and thyroid dysfunction. Now, all my numbers are normal.”

TONY: “I have been using self-hypnosis for two weeks and have noticed a dramatic reduction in my sugar cravings, which were completely out of hand before! I also noticed that I’m not experiencing “the blues” like I usually do when I try to cut back on or eliminate sweets. And, my weight is finally dropping.”

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THE SELF-HYPNOSIS DIET

Use the Power of Your Mind to Reach Your Perfect Weight

Steven Gurgevich, Ph.D. & Joy Gurgevich

Sounds True / January 1, 2009

Paperback / 214 pages / 72-min. CD

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About the authors



STEVEN GURGEVICH, Ph.D.

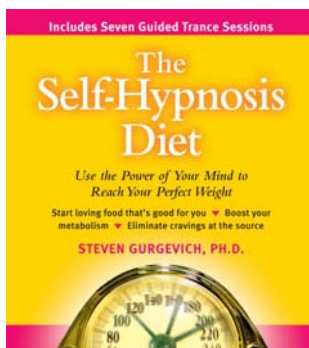
Steven Gurgevich Ph.D. is a health psychologist specializing in behavioral and mind-body medicine. He is a clinical assistant professor of medicine at the University of Arizona and director of the Mind-Body Clinic at the Arizona Center for Integrative Medicine, founded by Dr. Andrew Weil. He is also a fellow and consultant of the American Society of Clinical Hypnosis and author the *Self-Hypnosis Home Study Course*.

JOY GURGEVICH

Joy Gurgevich is a behavioral nutritionist, specializing in helping individuals make wholesome food choices for a healthy nutrition lifestyle. She is a receptor at the Mind-Body Clinic at the Arizona Center for Integrative Medicine and the behavioral nutrition expert for both of Dr. Andrew Weil's websites.

Visit their website: www.tranceformation.com

Also available



What's missing from the hundreds of diets on the market to help us achieve healthier bodies? "The most important element," teaches Dr. Steven Gurgevich, "is not in the body—but in your mind." As a key member of Dr. Andrew Weil's physician's training program, Dr. Gurgevich has brought hypnosis to the forefront of modern medicine. With *The Self-Hypnosis Diet*, he shows that anyone can use medical hypnosis to achieve long-term success in shifting our appetites to healthier foods and reaching our desired weight. With 3 CDs of instruction for using hypnosis to reduce your appetite, increase your metabolism, remove emotional barriers, and more—plus an "emergency" session to instantly deal with cravings.

3 CDs / 3½ hours / 6-page study guide / ISBN / \$24.95