

## **Hypnosis: Does it Work.**

Here is a brief review of some of the research evidence on the effectiveness of hypnosis on weight management and smoking cessation.

### **Two Years Later: Hypnosis Subjects Continued To Lose Significant Weight**

109 people completed a behavioral treatment for weight management either with or without the addition of hypnosis. At the end of the 9-week program, both interventions resulted in significant weight reduction. At 8-month and 2-year follow-ups, the hypnosis subjects were found to have continued to lose significant weight, while those in the behavioral-treatment-only group showed little further change. *Journal of Consulting and Clinical Psychology* (1985)

### **Hypnosis Subjects Lost More Weight Than 90% of Others and Kept it Off**

Researchers analyzed 18 studies comparing a cognitive behavioral therapy such as relaxation training, guided imagery, self monitoring, or goal setting with the same therapy supplemented by hypnosis.

Those who received the hypnosis lost more weight than 90 percent of those not receiving hypnosis and maintained the weight loss two years after treatment ended.

University of Connecticut, Storrs Allison DB, Faith MS. Hypnosis as an adjunct to cognitive-behavioral psychotherapy for obesity: a meta-analytic reappraisal. *J Consult Clin Psychol.* 1996;64(3):513-516.

### **Hypnosis More Than Doubled Average Weight Loss**

Study of the effect of adding hypnosis to cognitive-behavioral treatments for weight reduction, additional data were obtained from authors of two studies. Analyses indicated that the benefits of hypnosis increased substantially over time.

Kirsch, Irving (1996). Hypnotic enhancement of cognitive-behavioral weight loss treatments--Another meta-reanalysis. *Journal of Consulting and Clinical Psychology*, 64 (3), 517-519.

### **Hypnosis Over 30 Times as Effective for Weight Loss**

Investigated the effects of hypnosis in weight loss for 60 females, at least 20% overweight. Treatment included group hypnosis with metaphors for ego-strengthening, decision making and motivation, ideomotor exploration in individual hypnosis, and group hypnosis with maintenance suggestions. Hypnosis was more effective than a control group: an average of 17 lbs lost by the hypnosis group vs. an average of 0.5 lbs lost by the control group, on follow-up.

Cochrane, Gordon; Friesen, J. (1986). Hypnotherapy in weight loss treatment. *Journal of Consulting and Clinical Psychology*, 54, 489-492.

### **90.6% Success Rate for Smoking Cessation Using Hypnosis**

Of 43 consecutive patients undergoing this treatment protocol, 39 reported remaining abstinent from tobacco use at follow-up (6 months to 3 years post-treatment). This represents a 90.6% success rate using hypnosis.

University of Washington School of Medicine, Depts. of Anesthesiology and Rehabilitation Medicine, *Int J Clin Exp Hypn.* 2001 Jul;49(3):257-66. Barber J.

### **87% Reported Abstinence From Tobacco Use With Hypnosis**

A field study of 93 male and 93 female CMHC outpatients examined the facilitation of smoking cessation by using hypnosis. At 3-month follow-up, 86% of the men and 87% of the women reported continued abstinence from the use of tobacco using hypnosis.

Performance by gender in a stop-smoking program combining hypnosis and aversion. Johnson DL, Karkut RT. Adkar Associates, Inc., Bloomington, Indiana. *Psychol Rep.* 1994 Oct;75(2):851-7. PMID: 7862796 [PubMed - indexed for MEDLINE]

### **81% Reported They Had Stopped Smoking After Hypnosis**

Thirty smokers enrolled in an HMO were referred by their primary physician for treatment. Twenty-one patients returned after an initial consultation and received hypnosis for smoking cessation. At the end of treatment, 81% of those patients reported that they had stopped smoking, and 48% reported abstinence at 12 months post-treatment.

Texas A&M University, System Health Science Center, College of Medicine, College Station, TX USA. *Int J Clin Exp Hypn.* 2004 Jan;52(1):73-81. Clinical hypnosis for smoking cessation: preliminary results of a three-session intervention. Elkins GR, Rajab MH.

### **Hypnosis Patients Twice As Likely To Remain Smoke-Free After Two Years**

Study of 71 smokers showed that after a two-year follow up, patients that quit with hypnosis were twice as likely to remain smoke-free than those who quit on their own. Guided health imagery for smoking cessation and long-term abstinence. Wynd, CA. *Journal of Nursing Scholarship*, 2005; 37:3, pages 245-250.

### **Hypnosis More Effective Than Drug Interventions For Smoking Cessation**

Group hypnosis sessions, evaluated at a less effective success rate (22% success) than individualized hypnosis sessions. However, group hypnosis sessions were still demonstrated here as being more effective than drug interventions. Ohio State University, College of Nursing, Columbus, OH 43210, USA Descriptive outcomes of the American Lung Association of Ohio hypnotherapy smoking cessation program. Ahijevych K, Yerardi R, Nedilsky N.

### **Hypnosis Showed Significantly Lower Post-Treatment Weights**

Two studies compared overweight smoking and non-smoking adult women in an hypnosis-based, weight-loss program. Both achieved significant weight losses and decreases in Body Mass Index. Follow-up study replicated significant weight losses and declines in Body Mass Index. The overt aversion and hypnosis program yielded significantly lower post-treatment weights and a greater average number of pounds lost.

Weight loss for women: studies of smokers and nonsmokers using hypnosis and multi-component treatments with and without overt aversion. Johnson DL, Psychology Reprints. 1997 Jun;80(3 Pt 1):931-3.

### **Hypnotherapy group with stress reduction achieved significantly more weight loss than the other two treatments.**

Randomised, controlled, parallel study of two forms of hypnotherapy (directed at stress reduction or energy intake reduction), vs dietary advice alone in 60 obese patients with obstructive sleep apnoea on nasal continuous positive airway pressure treatment.

J Stradling, D Roberts, A Wilson and F Lovelock, Chest Unit, Churchill Hospital, Oxford, OX3 7LJ, UK

### **Hypnosis can more than double the effects of traditional weight loss approaches**

An analysis of five weight loss studies reported in the Journal of Consulting and Clinical Psychology in 1996 showed that the "... weight loss reported in the five studies indicates that hypnosis can more than double the effects" of traditional weight loss approaches. University of Connecticut, Journal of Consulting and Clinical Psychology in 1996 (Vol. 64, No. 3, pgs 517-519).

### **Weight loss is greater where hypnosis is utilized**

Research into cognitive-behavioral weight loss treatments established that weight loss is greater where hypnosis is utilized. It was also established that the benefits of hypnosis increase over time.

Journal of Consulting and Clinical Psychology (1996)

### **Showed Hypnosis As "An Effective Way To Lose Weight"**

A study of 60 females who were at least 20% overweight and not involved in other treatment showed hypnosis is an effective way to lose weight.

Journal of Consulting and Clinical Psychology (1986)