LifePrinciples
Addictions - the addictive ‘truth’?

LifePrinciples puts forward an economic case for Alternative methods outside the drug based systems for treating addictions. The success of drugs based methods is nothing short of a myth and everyone involved in the health industry is guilty of perpetuating that falsehood in order to qualify for government handouts. This system has also become totally corrupt with lots of people getting caught with their hands in the till. One counsellor was paid £90,000 in six months for 2,000 bogus cigarette quitters and a lot of chemists are also under investigation by the New Scotland Yard for making up fictitious smoking-cessation figures. This state of affairs not only undermines companies and individuals who are achieving excellence in this field, but is it also short-changing the end user with worthless, useless and dangerous products that simply do not work. GP salaries have increased by a staggering 58% in the last five years but none of that has translated into a better service for the patient. These six figure salaries and costly drug bills are crippling our beloved NHS. This unnecessary waste is short-changing every one of us who has to foot the bill by paying higher taxes. How long can we continue to sustain a system that is fundamentally ‘rotten to its very core’.

£400m drug plan helps only 3.6%
A record 202,000 people were treated for drug abuse last year but just 7,300 – 3.6 per cent – were cured of their addiction. They were put through treatment programmes at a cost of £400million – meaning each success story cost the taxpayer £55,000. And of the successes, the government has no idea how many relapsed into drug use, although the figure could be as high as 57 per cent. Metro News Oct 2, 2008.

The long-term success rate of the governments smoking cessation programme is equally as bad at £13,500 for every person who successfully quits smoking over an 8-year period for good. Information interpolated from the report by Oxford University which puts the long-term success rate of NRT at just 5%. British Medical Journal; July 3, 2003.

Addictions are totally misunderstood at every level. This document starts by describing process and substance addictions, their composite parts, and the various drug and non-drug treatment options. The document goes on to prove that there is no point addressing the physiological part without dealing with the psychological part and the habit. All drug based methods only deal with the physiological part. As it turns out the physiological part accounts for very little, and that is the reason why all smoking cessation initiatives based on drugs are an abysmal failure. No matter how you dress-up a ‘lie’ there is absolutely no justification for using drugs to deal with addictions contrary to belief even severe alcohol detoxification can be treated by natural means.

LifePrinciples justifies an economic case for non-drug based methods using the government’s own publications and information obtained from the freedom of information act. This document will prove that non-drug based methods are 200 to 1,000 times more effective than drug based methods. They are also quick, painless and extremely safe. Finally the document makes a passionate plea to the following stake-holders to allow a fairer playing field for everyone involved with helping others:


The second part of this document lists examples of people who after being totally let-down by the health industry have taken control of their lives with the help of Alternative methods. The list includes everything from addictions to smoking cigarettes, to alcohol to crack-cocaine to heroin.

The third part extends this brief to include other areas worthy of consideration such as:

Abolishing the use of statins to reduce cholesterol, Abolishing the use of anti-hypertensives to reduce blood pressure, Alternative, safe, inexpensive and vastly superior methods of treating all life-threatening diseases.

This document blows away the ‘cholesterol myth’ then puts forward a case for abolishing the use of statins and antihypertensives to save the NHS some 50% on it’s drug bills, and moreover, save millions of lives in the process.

The last part (under development), deals with depression and the way psychiatry is gradually becoming a discredited profession. In the USA, psychiatry is called the ‘industry of death’. This document will provide examples of some very high-profile cases where people have been on anti-depressants for years and with no hope of getting better, eventually killed themselves. While other people have discovered hypnosis/hypnotherapy together with food supplements and dietary changes to be far more effective in treating the most severe forms of depression, even bi-polar and manic depression.
A new report has linked ‘Junk Food’ to be the root cause of unruly behaviour – so supplements and dietary changes make a lot of sense. It took the medical profession some 35 years to realise that what Dr Joel Wallach was saying all those years ago about psychological problems being linked to lack of minerals in our diets was indeed true. People who have embraced these bold new ideas have thrown away their Prozac or Lithium after taking them for 10-15 years and reclaimed their lives by natural means. We treated one such case which is described in the first part of this document – this client is currently suing the NHS for ruining her life – what the medical profession could not achieve in five years we managed to achieve in six hours.

Experts like Dr. Tullio Simoncini, Dr Ryche Hamer, Dr Hulda Clarke and Dr Steven Kaali have demonstrated that unresolved negative emotions and pathogens (fungus, bacteria, viruses, parasites and protozoa) can cause cancer. Other people such as Dr Lanus Paulin, Dr. Evangelos Michelakis, Dr John Holt and Dr. John Morrone have demonstrated that simple substances such as Ascorbic Acid, Dichloroacetate, Sugar, Sodium Bicarbonate and Laetrile applied in a particular way are toxic to cancer cells – no one has ever died from these substances yet millions die from the so called ‘orthodox’ techniques. There are so many methods worthy of consideration if only the world revolved around human need instead of uncontrolled greed. Cancer is not a death sentence – in fact there is overwhelming evidence that some cancers heal all by themselves if left alone for a period of time - surgery, chemotherapy and radiation makes things worse. Fear compounds the problem and that's why people who compliment their treatments with things like hypnotherapy enjoy a better quality of life and longevity as revealed by a recent study. All of this information is provided free of charge, as a way of public service, in the ‘Wellness’ part of the website and also in the third part of this book.

Now back to the subject of Addictions

We at Life Principles feel that the corrupt Global Health Industry makes a fortune with anti-addiction products that look good in clinical trials, but fail miserably in every real world study conducted to date. Also, Life Principles feels that the mainstream medical profession has demonstrated monumental ignorance when it comes to addictions and how to treat them effectively.

Most health ‘professionals’ will have no problem prescribing you with patches or referring you to the NHS Stop-Smoking Clinics, but will have enormous problems sending you to a really good Alternative and Complementary Health Therapist. Some therapists are achieving truly outstanding success rates - sometimes 20-to-1000 times better than what the NHS is achieving, but never get serious consideration. This attitude not only creates an unfair playing field between the medical profession and the alternative and complementary health therapists but, worse still, it denies the patient a choice and puts lives at risk.

This part of the document was written to address this imbalance by describing Addictions in simple terms and the various methods of treating them, empowering the individual to choose the most effective course of treatment for their problems.

“A leading British doctor and author of ‘Doctors, Lies & Addiction Bureaucracy’, Dr. Dalrymple argues that his profession has totally misunderstood addiction & continues to perpetuate the myth to protect its own existence. As a result, a self-serving, self-perpetuating and completely useless medical bureaucracy has built up to deal with the problem.”

‘Junk Medicine, Doctors, Lies & Addiction Bureaucracy’ by Theodore Dalrymple; 27th August 2007

In order for you to comprehend this topic, you must first understand the difference between 'substance' and 'process' addictions. You also need to understand how these two addictions differ from unhealthy eating habits. It is far easier to deal with 'digital' behaviour, such as smoking cigarettes, than it is to deal with 'analogue' behaviour, such as unhealthy eating.

Finally, you also need to understand why it is also important to deal with self-esteem issues when it comes to weight-loss and drugs. Sometimes, it’s impossible to help someone stay in remission unless you assist them in overcoming their unresolved negative emotions as well. Please note that although this document talks about nicotine-addiction, the same rules apply to all addictive behaviour. Please visit www.lifeprinciples.com, on a regular basis, for updates to this document.

Types of Addictions

There are just two types of addiction (as mentioned above): 'substance' and 'process'.

Substance addictions

When we use a substance over and over again, we become addicted to it. In this way, we can become addicted to things like chocolate, nicotine, alcohol, cannabis, cocaine, crack-cocaine, ketamine, heroin, etc.

Process addictions

When we indulge in a particular behaviour, we can become addicted to that behaviour. Addictions such as self-loathing, sex, gambling, internet, texting, e-mails, chat rooms and pornography can be as intense as taking crack-cocaine, although there are (obviously) no substances involved.
Before the treatment: “I (Amrik) lost so much money on gambling...(sobbing)...I have been gambling for 10 years and I found there was no real help out there. I had counselling, several times...that didn’t help. The counsellor told me that the ‘root cause’ of my problem could be related to the death of my mother; but what use was this knowledge if I still continued to gamble? I was put on anti-depressants...which made me drowsy...but it did not take away the compulsion to gamble. When I lost thousands of pounds through internet gambling, I tried to kill myself. My doctor told me that if I ever tried to take my life again, he will have me committed. I am now at my wits end. I just don’t know what to do anymore.”

After the treatment: “It’s been over two months since I had my treatment with Shokat. After the first session, I lost the compulsion to gamble. After the second session, I came to terms with my mother’s death. It’s like I have been given a new lease of life. I just can’t thank-you enough.”

Good hypnotherapy works like magic, allowing you to overcome any process addictions in 2-3 sessions. Addictive behaviours, like gambling, can be surmounted easily with our advanced hypnotherapy and the luggage-of-life programme, allowing you to reclaim your dignity and take control of your life. This system not only deals with the habit, but more importantly, it takes care of all of your past losses, disappointments and unresolved negative emotions, allowing you to rebuild your life once again.

What is an Addiction?

Substance addictions have three parts to their makeup: the ‘Physiological’ ('Physical') part, the ‘Psychological’ ('Mental') part and the ‘Habit’. All addictions may also have a ‘Root Cause’, which may be further complicated by a ‘Parts’ conflict. All of these areas have to be dealt with for a successful outcome.

Process addictions do not have a physical part, but they can be just as difficult to deal with as substance addictions, such as nicotine addiction, alcohol addiction and heroin addiction, etc. Before I go onto the solution, let me explain how each of the components of an addiction comes about in the first place.

(1) The Physiological (physical) part

When you have your first cigarette it tastes awful. You may have fits of coughing and think to yourself how on earth can people smoke? The next cigarette tastes just as bad. The taste of the cigarette doesn’t get any better over time. The last cigarette tastes just as horrible as the first. So what changes in order for you to get hooked on cigarettes?

The only thing that changes with regular use is that you become addicted to the nicotine. When that happens, smoking becomes more satisfying. After a while, if you don’t have a cigarette, you suffer a mild anxiety or withdrawal symptoms, which are artificially induced by the body’s need to rebalance. Your mind will do anything for you not to feel this way. The only thing that will take away this chemically-induced anxiety is a cigarette. So, you have a cigarette and feel better instantly. This artificial cycle is repeated over and over again throughout the day. You are now hooked for life!

If you think about it, people with addictions are, in fact, trying to reach the same physical and mental state that non-addicted people enjoy naturally. The only way addicts can do that is to use the substance (nicotine, crack etc.) The methods employed by the NHS using NRT, Zyban and Champix for nicotine addiction; Subutek and Methadone for heroin addiction and Chlormethiazole or Chlor Diazepoxide for alcohol addiction, only deal with the physical part of the addiction.

Three months after quitting smoking, Pamela (pictured left) started reminiscing about how nice it would be to have a cigarette to complete a Sunday afternoon. She finally lit-up and was surprised to find that she derived absolutely no satisfaction from the cigarette at all. The pleasure was all in her mind, as she had falsely linked up all the good times with the cigarettes. She finally realised that there was no pleasure obtained from smoking cigarettes but only from the chemical imbalance created after getting hooked to the nicotine. She quit smoking for a second time and vowed never to get caught in that train-of-thought ever again.

“Studies have shown that tobacco can be harder to quit than heroin or cocaine. Cigarettes satisfy all the criteria of a class ‘A’ drug such as crack-cocaine and is equally as difficult to overcome.”

Royal College of Physicians; London, 2000

We helped one of our clients - Joseph (Pictured left) to stop smoking cigarettes and cannabis. We also helped him overcome his addiction to alcohol and cocaine. Some weeks down the line, he got stressed and lit-up. Three months later, he was still smoking cigarettes but had successfully given up cannabis, alcohol and cocaine. He has now quit smoking after a further free backup session. So, our experience backs up these scientific trials – nicotine is incredibly addictive, in our opinion more addictive than crack-cocaine that is smoked. (We have helped a good few crack-cocaine addicts give up their addiction with the utmost ease.)
(2) The Psychological (mental) part

As times goes by, you tend to light-up when you relax, when you are stressed, or when you are on holiday. So, you start to treat the cigarettes as a reward or a crutch. You link up years of mental or psychological conditioning where you see successful people on the TV or on the big screen smoking cigarettes and having a wonderful time. Unconsciously, you want to be just like them: cool, sophisticated and sexy.

This is a very powerful psychological condition that should not be underestimated. This is why so many people relapse after successfully kicking the habit. So, if you’ve quit smoking, one day you may be in a stressful situation and instantly light-up. You tell yourself that you need to smoke in order to cope with the crisis. Anyway, you think you have overcome your smoking habit, so one cigarette won’t hurt. One will hurt, as your mind will always remember that you used to be a regular smoker. So, as soon as you have one, you will want another then another, and very soon you will revert back to smoking to the same extent as before. I have seen smokers who have quit smoking for two years and one day they decide they can get away with just one cigarette and it’s the biggest mistake of their lives. I normally use the analogy of a drinker: once you become a tee-totaler, you can never have another drink again. Also, you cannot cut down because, very soon, you will revert back to drinking as much as before.

Most people who quit smoking by any other method, apart from hypnotherapy, never stop thinking about cigarettes; they are sometimes drawn back to it by the very smell of the cigarettes. If you ask anyone who has stopped smoking with hypnosis, they will tell you that other people smoking around them does not bother them at all. If you ask someone who has stopped smoking by any other method, they will tell you that when they are with other smokers, they could murder a cigarette. Some people can never get over wanting a cigarette years after quitting:

- Two sisters – Julie (pictured left) and Joan (pictured second from top) - quit smoking with the help of our laser and the bioresonance system. Even though they had quit smoking, they were constantly thinking about cigarettes and were even drawn to the smell when other people were smoking around them. Because of this constant battle, both of them started eating junk food as if there was no tomorrow.

- We got them both back and repeated the hypnotherapy with better preparation. This time, they both went to sleep (can’t go any deeper than that). They completely settled down after the session and were no longer obsessed by the thought of a cigarette or junk food.

- A pharmacist Saab (pictured left) - who runs a NHS smoking cessation clinic in Coventry - stopped smoking for two months after using the patches, but could not get the thoughts of the cigarettes out of his head. He finally cracked and lit-up. After successful hypnotherapy, not only did he quit smoking but he was no longer bothered by others smoking around him. The ‘devil’ finally left his mind and he was no longer obsessed about cigarettes.

(3) The Habit

When you first learnt to drive a car, you probably felt so overwhelmed that you forgot your right from your left. However, as you got better at it, there came a time when you could drive the car, enjoy the view, hold a conversation and listen to the music all at the same time. You became unconsciously competent. When you first started driving, you were doing everything consciously; you had to think all the time. However, when you became good, driving became a habit and it moved into the unconscious part of your mind allowing you to drive without even thinking about it. Finally, driving became fun instead of an extremely frightening experience. So, habits make our life easier and they turn us into experts in our own field of endeavour.

In exactly the same way, you also form bad habits. When you first started smoking, you probably took the odd cigarette from your mates. At that time you were a ‘social’ smoker. However, with the constant hand-to-mouth movement, it became a habit. You started buying your own cigarettes and became a regular smoker. This habit has now moved from the conscious - where you had to think about it - into the unconscious, where you didn’t have to think about it and smoke habitually. Now, you are stuck as you no longer have any control over that habit. So, you start making excuses in order to justify your new habit. Excuses such as: ‘Smoking enables me to relax’; ‘It helps me cope with stress’; ‘It completes a meal’; or, ‘I can’t enjoy my drink without a fag’. The list goes on and on, but these are lies we tell ourselves in order to justify our bad habits. What in fact we are telling ourselves is that it’s too difficult or too painful to stop smoking, so I might as well carry on doing it anyway.

Henry (pictured left) quit smoking with us in 2005. At the end of the year, he attended a funeral. Someone offered him a cigarette and without even thinking he took a puff. Only when he was half-way through did he realise that he had quit smoking, but it was now too late. He very quickly reverted back to being a full-time smoker within weeks. This is a classical case of a habit where you do something without even thinking about it and regret the consequences afterwards.
Imagine you are a competent driver sitting as a passenger in a car and an emergency comes up. Your foot instantly hits the floor. You know that that won’t stop the car, but it still doesn’t stop the reaction. Habits are immensely powerful. So, any method that helps you overcome your addictions without addressing the habit is only doing half the job. Hypnotherapy is the only method that deals very effectively with the habit part of an addiction.

None of the other methods such as the NHS, Allen Carr, acupuncture, ‘cold-turkey’, laser-only clinics and bioresonance-only clinics deal with the habit part of the addiction. This is why no other method can enjoy the same sort of success that good hypnotherapy enjoys.

(4) The Root Cause

Sometimes you get a client who simply will not respond to the therapy to overcome their addiction unless we also help them resolve the root cause of their problems. When I first started working as a hypnotherapist, I would come across people who were very good hypnotherapy subjects and stopped smoking straightaway, but still encountered psychological problems, and within days reverted back to smoking. We would repeat the session and they would quit smoking again but, sure enough, they’d relapse within weeks. So, repeating the therapy became a futile exercise. However, when we performed our ‘Luggage-of-Life’ programme to help them resolve their negative emotions, then repeated the therapy, they would quit smoking easily. This insight helped us develop our unique addictions programmes, enabling us to deal with all soft and hard drugs, from cigarettes to heroin.

Here is another painful story, about Greg, who has been a heavy and persistent drinker from the age of 13. He only doing half the job. Hypnotherapy is the only immensely powerful. So, any method that helps you overcome your addictions without addressing the habit is instantly hits the floor. You know that that won’t stop the car, but it still doesn’t stop the reaction. Habits are

Greg came back after four weeks and he had cut down both smoking and alcohol on his own. It took just one further session.

Here is another painful story, about Greg, who has been a heavy and persistent drinker from the age of 13. He has been trying to overcome his addictions for the last 10 years. For the last five years, his life has been ruined by medical intervention. His wife - Julie - is currently suing the NHS for what they have done to both her and her husband. This is their story:

Thomas (pictured left) quit smoking about ten years ago with someone’s help, but reverted to drinking alcohol. He then stopped drinking alcohol with someone else’s help, only to start using cocaine. No one bothered to find out why he was behaving in this way. The health profession’s answer was to put him on lithium and Prozac. This - in turn - made him even more depressed, morbidly obese and hooked on cocaine.

Although a successful builder, Thomas needed a fix every morning just to get out of bed. He spent so much money feeding his habit, that he nearly lost his home and his marriage. His wife wanted me to help him with the cocaine. I refused. My argument was that, unless we took care of the underlying issues, we would be storing up more trouble for the future. So, we agreed to deal with his anxiety first. Thomas, at this point in time, was in no mood to give up his cocaine habit anyway.

Five days after the first session I got a call from Julie (pictured left): “Thomas has been absolutely marvellous,” she said. “He told me that he was no longer riddled with guilt of his past mistakes. He now wants you to help him with his cocaine addiction.” The second and third session failed as Thomas just could not relax. However, after the forth session, we got another call from Julie: “Thomas has not had any of the ‘stuff,’” said Julie. “He says the cravings have totally gone. I can’t thank you enough Shokat - you have saved our lives, our home and our marriage.” Thomas has been cocaine-free since coming to see us in 2006. Julie is currently suing the NHS for running her husbands life.

Here is another painful story, about Greg, who has been a heavy and persistent drinker from the age of 13. He has suffered many setbacks in his life caused by drinking, but it still did not deter him from continuing with this self-destructive habit. This is his story:

Greg (pictured left) quit smoking and drinking in the first session, but restarted a week later. Again, we got him to quit smoking and drinking in the second session, but a week later he got severely depressed and started smoking and drinking again. He looked truly unhappy when he came in for his third session.

Greg had a pretty troubled past, so we decided to abandon the addiction part of the therapy and concentrate on our luggage-of-life programme first. Greg had never known harmony in his family life from the age of 6. His mum and dad were always fighting, which went on until his father died at the age of sixty. He thought that his father never cared about him or his mum. His mum took out all her frustration out on him. At the age of 13, he started drinking with his grandfather who was an alcoholic. After that, the alcohol totally consumed his life. The addiction helped to destroy his first marriage. A year after his divorce, he met someone very special, the love of his life. After six wonderful years, the new relationship also ended due to his drinking. The torment from this break-up was causing him to revert back to smoking and drinking, the grief was unbearable. After the session for the emotions, Greg made the remark: “God that was a really good session”. Greg no longer looked depressed, the look of anguish had finally vanished from his face.

Greg came back after four weeks and he had cut down both smoking and alcohol on his own. It took just one further session of hypnotherapy and bioresonance to get Greg to quit drinking. When he is ready to give up smoking we will get him back in and deal with that on its own, for now Greg is happy with just being a tee-toteller.
(5) The ‘Parts’ Conflict

Some people overcome their addictions but, later on suffer some kind of a mental trauma, such as losing a loved one which sees them revert back. This action can sometimes lead to a ‘Parts’ conflict: one part of the mind may want to give up the habit but the other part thinks it a good thing to continue with the habit. So, even after successful hypnotherapy, the person maybe torn between quitting and continuing. It may feel a bit like fighting with yourself. A ‘Parts’ conflict can easily be addressed via a ‘Parts-Reform’ also known as a ‘Parts-squash’.

If you think about it, at some higher level, both parts of your mind want the same thing: they want to help you. So, getting each part to realise this common purpose is the job of the ‘Parts-Reform’ therapy. When both parts are made aware of this common goal, it’s very easy to merge them back into a single part and repeat the therapy. The person quits smoking effortlessly and settles down very quickly.

Molo (pictured left) was almost impossible to hypnotise, but quit smoking after an extended hypnotherapy session. However, two weeks later, she was really beginning to struggle. Something was just not right as she was being torn between quitting and continuing to smoke. We decided to get her back in and find out what may be the cause of her problem. It soon transpired that she was suffering from a typical ‘parts’ conflict.

On the one hand, she wanted to quit smoking, yet on the other, she thought it was giving her some benefit. We repeated the session, but this time with the ‘Parts-Reframe’. Molo and Tony (her partner) have not touched another cigarette since quitting smoking with us in 2005.

How do we overcome our Addictions?

Now that you understand the different elements of an addiction, we can move onto the treatment.

(A) Nicotine Replacement Therapy (NRT)

The most popular treatment is Nicotine Replacement Therapy (NRT) such as patches, gums, lozenges, inhalers, or micro-tabs. NRT can only deal with the physical part of an addiction, if it’s prescribed to you by your doctor. It helps with nicotine withdrawal. If you also get some counselling to go with the NRT then that will to some extent help with the psychological part. Most of our clients have failed over and over again with NRT before they come to see us.

The approval of NRT was, in our eyes, also questionable. Most of the people enrolled on this programme wanted free patches. Anyone who has used patches before can tell instantly when they have been given a placebo. So the first thing they do is to light-up. Study after study have shown patches to be totally ineffective:

"...93% of Nicotine patch users fail within a half year..." NRT Industry Consultants; March, 2003

"Quitting smoking for good is tough, even with the help of a nicotine patch. A new study by researcher Patricia Yudkin, of the University of Oxford, U.K., shows only 5% of people who participated in a study of a nicotine patch were still not smoking eight years after the study ended." British Medical Journal; July 3, 2003

"All Government agencies and Charities advocating the use of NRT keep quiet about the only two nicotine patch studies that have ever examined success rates for second-time patch users. One study found a 100% six-month failure rate (Tonnesen P, Bispebjerg Hospital, Denmark, 1993) and in the other 98.4% relapsed (Steven G. Gourlay, National Health and Medical Research Council of Australia, 1995)."

About 90% of our clients have already tried patches. Some people have failed as many as six times with the NHS before they come to see us. The NHS spends £275 for every person it sends to the NHS stop smoking clinics. According to the study at Oxford University only 5% of the people remain non-smokers after 8-years. However, 3% would have quit smoking on their own (natural stop smoking rate), so only 2% of the people actually quit smoking with the aid of patches. That means the NHS has spent (275 * 100) / 2 = £13,500 for every person who has successfully quit smoking over the 8-year period for good. No wonder the NHS is always short of money!

Commonsense tells us that by dealing with just the physical part of the addiction is never going to be the complete answer to helping people quit smoking for good. But this we feel still doesn’t stop the Government and the NHS from endorsing these dangerous* and ineffective products.

*Reported side-effects of this product include: skin rash (patches), insomnia, nausea, mouth ulcers (gum) and indigestion (gum).
Zyban (Bupropion Hydrochloride) is a dopamine uptake inhibitor (inhibits reward and drive), in pill form. It is an anti-depressant drug used to help smokers quit smoking. In all real-world user surveys to date, it has yet to perform better than those quitting smoking without it, at rates similar to NRT.

Let's kill them FOR THEIR OWN GOOD

From the moment Zyban, originally an anti-depressant medication, morphed into a more profitable smoking cessation treatment, allegations have swirled that taking this drug is dangerous, perhaps fatal, to your health. There are a multitude of news stories that attest to the risks of this drug. We are pleased to present the personal experience of a woman whose husband was prescribed Zyban to quit smoking. Alison Cintorrino's hair raising account, amply footnoted, is a glimpse into the pharmaceutical corporate culture that doesn't appear in their self-laudatory press releases.

Zyban, a personal story; June 13, 2005; http://www.forces.org/evidence/kill/kill.htm

One of our clients, Paul (pictured left) said: “I am glad I managed to find you to help me quit smoking, because Zyban was doing my head-in.” Another client, Sarah (pictured right) said: “I was put on Zyban after I failed to quit smoking with patches and it did absolutely nothing for me.” Another client of ours, Deb said: “The prescription drug Zyban almost killed me.” We have come across scores of people who have also failed to quit smoking with this expensive wonder drug – the only ‘wonder’ about it is the ‘wondrous’ £800 price-tag.

“Patches failed. I was allergic to the patches (dreadful irritation of the skin which left marks for almost a month after); chewing gum tasted despicable – it made me feel sick, I did not get on with that at all. My doctor then prescribed a drug, Zyban, which was new at the time – I took it for a day – I was also unhappy with that: I did not feel very well, I felt nauseous and light-headed. When I checked for any side effects listed, I noticed that I had five of the six conditions considered contraindications to taking the drug (conditions that suggest the drug should not be taken). I called my doctor who said: “oh yes its fine just take it, you know, smoking is much worse than the side effects” – It wasn’t. I stopped taking the drug, changed my doctor and turned for assistance outside of the NHS to help me quit smoking. I have now been a non-smoker for over four years.”

Jan (our weight-loss client), Birmingham.

Towards the end of 2007, the NHS finally decided to discontinue prescribing this dangerous drug to people; the problem is - they replaced it with even a more dangerous drug called Champix.

Reported side-effects of this product include: insomnia, headaches, seizures and even death.

(D) Champix

Champix (Varenicline) is now considered the NHS flagship product. This is sold in the USA under the brand name of Chantix. A moderate 22% success rate was claimed by Pfizer, in 2006 studies. These studies excluded 1,000 hardened smokers. The success rate was also inflated by 16 one-on-one counselling sessions and telephone support. Finally, all this was followed up with NRT. Real-world success rates are - from our point-of-view – truly awful.

This is an anti-psychotic drug which blocks the receptors that give us the pleasure of smoking. The only problem is that these are the same receptors that also give us the pleasure of living. So, you lose your libido, food-and-drink tastes dreadful and life - for want of a better word - sucks. It makes people miserable and produces suicidal thoughts:

“A widow has claimed that the anti-smoking drug Champix may have played a role in her husband's suicide. Father-of-two Wayne Marshall hanged himself shortly after finishing a 13-week course of the treatment, which it is feared may have depressive side-effects. Mrs. Marshall said she believed the drug had played a part in his death. His death is the second in the UK to be linked to the newly-licensed drug. A spokesman for the Medicines and Healthcare Products Regulatory Agency said Champix, which is made by Pfizer, was being closely monitored.” Daily Mail; January 2008

Quit-smoking pill linked to suicidal thoughts: regulator. AUSTRALIA’s drug regulator has issued a warning about the popular new quit-smoking pill Champix, which it linked to depression, aggression and suicidal thoughts and behaviour in some users. The Therapeutic Goods Administration did not ban the drug, but said there was an increasingly clear association between varenicline — the generic name for the drug — and mental problems. theage.co.au Dec 2 2008. http://www.theage.com.au/national/quit-smoking-pill-linked-to-suicidal-thoughts-regulator-20081202-6ouf.html

“A video editor with Sky Sports was prescribed the drug Champix to help him stop smoking. Two months later, he had taken a knife to his wrists and killed himself. Was the drug to blame?” Scotland-On-Sunday; 11 May 2008
"The Guardian reported that the FDA is "taking a closer look" at Chantix after hundreds of patients reported serious side effects. "We're looking at the reports, but it takes a while."

Janet Woodcock, Director of the FDA's Center for Drug Evaluation and Research; 27 May, 2008

**Chantix Grounded by Federal Aviation Administration**

Washington, D.C.: It still might be okay for YOU to use the anti-smoking drug Chantix in spite of all the warnings over suicidal thoughts and potential psychosis, but as of Wednesday pilots and air traffic controllers are no longer allowed to use the drug. The Federal Aviation Administration (FAA) has just banned the use of Chantix for pilots and air traffic controllers, fearing for the safety of passengers.


"It is going to take a while, even though, just one week ago, U.S. researchers at the non-profit Institute for Safe Medication Practices and Wake Forest University found that Chantix was linked to more than 3,000 cases in the US alone of suicide, loss of consciousness and other ailments, including heart problems and loss of vision. The conclusion was based on an analysis of data submitted to the FDA over a course of the past six months."

Jane Mundy - www.lawyersandsettlements.com; 29th May, 2008

**Ashes to Ashes**

BBC Scotland investigated Champix, the anti-smoking drug prescribed worldwide but dogged by controversy, and speaks to some of the people claiming that it can cause depression. Champix did absolutely nothing for Robert McGhee (pictured left) but his wife Karen quit smoking then proceeded to hang herself – she is lucky to be alive. 26th Nov 2008.
http://news.bbc.co.uk/1/hi/scotland/7748423.stm

We are now seeing a constant stream of people who have failed with Champix. John and Janette failed with patches (over six times), Zyban (two-three times) and finally Champix (one-three months). Some of our clients are telling us that after the 12-week course the cravings for the cigarettes return and they go back to smoking. Both John and Janette quit smoking with us in the very first session. You can read all about the scandalous way the government’s stop-smoking programme works by reading the section "The lies and deceit behind the ‘drug’ based stop-smoking methods"

Champix only deals with the physical part of the addiction. Allan Carr - in his book ‘The Easy Way to Quit Smoking’ - says: "The Psychological part counts for 99% of the addiction and the Physical part count for just 1%." I think this is too simplistic, but it still proves a good point. Hence, Allan Carr Clinics only deal with the psychological part of the addiction. This is why all Government-funded stop-smoking programmes have such abysmal success rates.

Reported side-effects of this product include: feeling depressed or suicidal.

**(E) Bioresonance**

Nicotine has an electromagnetic charge over your body, giving you the craving to smoke. The bioresonance machine inverts the energy patterns of nicotine which are then passed to the body via electrodes. This process produces 'Phase Cancellation', which means that the electromagnetic charge of nicotine is reduced. Therefore, it becomes easier for the body to eliminate nicotine over the next 24-hours, and your cravings dramatically reduce as your body detoxifies.

Our ‘Bicom 2000’ system - pictured left - has revolutionised the way drug addictions are treated in the world.

Additionally, the phase cancellation (also known as bioreduction) removes the energetic pattern of nicotine from the body, erasing the memory of nicotine which also reduces the cravings. This differs from giving up smoking via the 'cold-turkey' method, where your body still hangs on to the memory of nicotine, giving you the craving to smoke. By the way, good hypnotherapy does all this (and more), as we will see in a moment.

Our ‘e-Lybra 8’ system - pictured left - is unbeatable for treatment of allergies and other health problems. It has also proven its worth when dealing with addictions, including heroin and methadone.

Bioresonance has been featured on programmes like ‘The Richard & Judy Show’, and on the 'BBC', as an effective method of quitting smoking. Some people find it easy to stop smoking using this system, others just can't. We use two of the most effective systems for addictions: the Bicom 2000 (as seen on ‘Richard and Judy’ show, ‘BBC News 24’ and reported in 'The Daily Telegraph') and the e-Lybra 8 (Channel 4 News 24). Our combined system can easily deal with everything, from cigarettes to methadone.

Our ‘MK6 XXX-Pro’ system - pictured left - is a bioresonance/cymatic healing system, for people and horses. It uses vibrational, light and micro-current stimulation treatment for rapid healing and pain management.
Bioresonance deals with the physical part of the addiction. These systems are being used by the Russian army to test new recruits for drugs and to ‘wean’ them off hard/soft drugs. The bioresonance system is also being used in the UK to help footballers recover from sports injuries.

‘The Richard and Judy Show’ - on Channel 4 - featured bioresonance treatment for smokers.

Two journalists were interviewed who personally had had the treatment. 'Loaded' magazine's Martin Pashley, who had been smoking for 17 years, and Nina Goswami, from the 'Daily Telegraph', who also wrote an article about her treatment. Both journalists spoke about how the treatment resulted in their bodies de-toxifying and rejecting the nicotine after one session. Neither of the journalists have returned to smoking and have not felt the need to smoke even around others who are smoking.

Martin Pashley had been smoking 20-to-30 cigarettes-a-day and had tried - and failed - to stop smoking over the last three years commented: "It feels like the addiction is gone...I feel a lot healthier." The interview, in July 2005 was based on the Bicom 2000.

The area where these systems are most effective is when it comes to dealing with health challenges such as allergies; (baby, cough, hayfever, etc.); intolerances (wheat, dairy etc.); pain control; candida; heavy metal toxicity; asthma, eczema; emphysema; gout; gum disease, etc. and all without the need for dangerous drugs.

"Sorry for the delay in my response but I have been out of the UK. I am quite happy for you to use my name and make mention of ‘xx’. I was very pleased with the first treatment (with ‘xx’) and reduced my consumption from 40-50 a day to around 10 a day. When I had the 2nd treatment it was as though they reversed the treatment because I was desperate for a cigarette as soon as I left the clinic and increased again to 20 a day. When I went back for a third course of treatment a different person was running the clinic and I found him to be most unhelpful. I had the distinct feeling that he really wasn't bothered at all - and was only there for the money."

"I came to you several weeks later in desperation. Although I told you that I had previously had hypnosis and it hadn’t worked. You helped me to understand that my expectations of hypnosis were wrong. Once I realized that hypnosis was simply a deep state of relaxation, I found it very helpful. After the first treatment with you I managed to get down to around 5 a day. The 2nd treatment was even more successful and I have now gone three weeks without a cigarette. I am still using a nicotine substitute but I had smoked for forty years and was smoking between 40 and 50 cigarettes daily. The beauty of seeing you is that I have always had your support, you have always quickly answered emails and telephone calls and you have always made it very clear that you will support me for as long as I require your help."

"I am sure that ‘xx’ clinic are very successful with some clients but there is no comparison to the treatment and support you provide. If you would like to make use of my statement above or alter it to suit your requirements, please feel free to do so."

In the past we have seen many people who have failed with bioresonance-only-clinics. We recently saw a lady called Jayne (our weight-loss client) who was one of five people who wanted to quit smoking in her company in Birmingham. So they invited a bioresonance clinic from London to help them. Out of the five people who enrolled on the programme - three of them managed to quit smoking (one needing two sessions). A 60% success rate is still miles better than the pathetic NHS success rate where 50% of the people can’t even quit for two weeks out of four.

Here is a story of Paul - from Wales - who came to see us on Tue 20 March 2007. We published his interview on our website in 2007 and got embroiled with a bioresonance company (mentioned above) who took offence to it. So we asked Paul to comment and he sent this email which was also copied to the company in dispute – after which - they ‘fell silent’. We made a decision to pull the interview from our website to avoid any further complications. Here is the email, but with the name of the company in dispute changed to ‘xx’:

"My name is Isobel. I started suffering from hayfever about five years ago when I was exposed to massive amounts of grass pollen. Since then, I have been taking regular doses of antihistamines in order to live a normal life. Without these tablets, my eyes would water up and my nose would start running – it was awful. I had four sessions of bioresonance (the last two with Shokat using the e-Lybra) and I no longer rely on drugs to overcome my hayfever symptoms. I love the freedom to be able to go out with friends without worrying about when my sneezes would start and I would have to go home prematurely. It's given me a new lease of life."

"My name is Simon. I was referred to Shokat by my friend Saab (mentioned earlier) for a weight-loss, but the side effect of my treatment on the e-Lybra system was that my hayfever symptoms also vanished into ‘thin-air’. Three months on, I have more control over my eating habits and my hayfever is no longer troubling me. I most defiantly got a lot more than I paid for."

"This is David who came to see us on Wed 11th Oct 2006 for smoking cessation and acute anxiety. David was so ‘wound-up’ emotionally that he just could not relax so hypnosis was out of the question. He also suffered with terrible psoriasis on his hands and feet. After two sessions on the MK6 bioresonance his psoriasis improved by 50%. After a further two sessions on the Omega Xp laser - he quit smoking. That day while driving back home David realised that he had never felt so happy in his life - surprised that it was possible to feel that way. We told him that this is the only way to feel if a person is not suffering from acute anxiety 24/7. David could not quit smoking with hypnotherapy but succeeded with our laser system with flying colours."

The interview, in July 2005 was featured on Channel 4 - featured bioresonance treatment for smokers.

Two journalists were interviewed who personally had had the treatment. 'Loaded' magazine's Martin Pashley, who had been smoking for 17 years, and Nina Goswami, from the 'Daily Telegraph', who also wrote an article about her treatment. Both journalists spoke about how the treatment resulted in their bodies de-toxifying and rejecting the nicotine after one session. Neither of the journalists have returned to smoking and have not felt the need to smoke even around others who are smoking.
So as you can see from these examples that not all the bioresonance systems are the same. And even good machines can generate a failure. Also, the same machine using a different formula can lead to a less/more successful outcome. Most bioresonance systems will make quitting easier by 'reducing' or 'eliminating' the cravings, but all of them will detoxify your body more rapidly then if you were to quit on your own. If Decca Aitkenhead had this knowledge before embarking on her smoking-cessation treatment, she could have avoided making a very costly mistake. If she had gone to a clinic that used the right machine/formulae, she would have quit smoking in the very first session. This mistake resulted in her writing a scathing article (shown below) where she describes her negative experience of quitting smoking with bioresonance.

**Me and the miracle machine**

After years of puffing away on Marlboro Lights, Decca Aitkenhead was desperate to quit smoking. But was paying £250 to be strapped into a contraption resembling an electric chair really the answer?

After the treatment: “I went for lunch in a cafe, and when a man asked me to move my chair a fraction, I bit his head off. By suppertime I wanted to cry. After 48 hours of snapping, weeping and twitching, it was perfectly clear that the nicotine withdrawal was precisely the same as every previous experience, and would have been no worse had I not been wired up to the machine.”

“On day three I reviewed the situation. If it was going to be a question of pure will power after all, this wasn't the weekend I would have chosen to quit. I lit up, and felt better immediately.”


If only Decca had done her homework, this article would have been an ‘endorsement’ of this wonderful technology which holds so much promise for mankind (permanent cures without drugs) instead of ‘ridicule’. Just like other people, we have also gone through our growing pains and have made our share of mistakes along the way:

- We bought our first low power laser system (LLP) in 2006 which helped to reduce our failure rate to virtually zero. Almost everyone who could not be hypnotised during this year quit smoking with this machine;
- We bought our first bioresonance system a few months later (thinking that they were all the same, so why pay more?). This turned out to be wonderful for rapid healing but useless for addictions;
- We purchased our second bioresonance system in 2007. Thus turned out to be a real gem when it came to allergies, asthma, lime disease, autism etc. and for ‘holistic healing’. The system also showed a huge promise dealing with addictions. The managers at a drug rehabilitation centre in Liverpool could not stop singing it’s praises as the most effective system for rapid detoxification for heroin and methadone. Unfortunately, this quality did not always translate into a ‘reduction’ in physical cravings when it came to simple addictions like nicotine – some people struggled for days after the treatment before settling down;
- In early 2008 we developed our unique formulas which made this system even more effective. Our success rate at this time was as good as some of the top bioresonance clinics in the UK that used this machine.

In May 2008, when we were beginning to feel ‘really smug’; we ended up with our worse nightmare - a lady with lots of medical complications just could not be hypnotised. We smiled and thought - no problem we will get her to quit smoking using our laser/bioresonance systems. She would quit smoking okay, but ‘light-up’ 2-3 days later. This was a wake-up call for us, but also, a true blessing in disguise, as you will find out in a minute.

Ann (pictured with her daughter – having her last cigarette) had numerous medical problems. She had tried every method the NHS could offer her to quit smoking without success. She’d quit, only to become depressed and light-up again. We asked her to prepare for the hypnotherapy twice, but she could not carry out all of our instructions (partially due to health problems) and failed. She turned up for the third session without any preparation, so we refused the treatment. She agreed to do some more exercises to prepare for her fourth session and come back a month later.

However, because of her medical problems, we decided to speed things up by referring her to a bioresonance clinic in Berkshire to see if this would help. We were amazed that she managed to quit smoking after her very first session. Although she had one relapse, she is still a non-smoker after three months.

After Ann quit smoking so easily with the Bicom 2000 system we needed no more convincing and purchased the system straight away. (Decca Aitkenhead went to a practitioner who used another system). The Bicom 2000 is the only system that has received so much positive publicity for smoking cessation all around the world – why? - because it really works! These are just some of the accolades:

- Richard and Judy show; The Daily Telegraph;
- MSN UK; Scotsman;
- BBC News; Prime Time New Zealand TV.

Mark Sainsbury of New Zealand TV 'Close Up' team described how a new miracle machine is helping people kick the smoking habit. The machine boasted a 70% success rate in stopping cigarette users craving after just one hit. The programme showed three volunteers from the TV channel going to the clinic in Auckland and all quitting smoking effortlessly after just one session. The TV channel was inundated with inquires about the smoking machine that was featured on the show.

For more information please click on this link: [http://www.lifeprinciples.com/article.php?id=114&txtSearch](http://www.lifeprinciples.com/article.php?id=114&txtSearch)
When our Bicom 2000 was delivered we needed a client as a ‘guinea-pig’ to test the system. Steve was our first paying client who volunteered for this experiment.

“My Name is Steve and I came to see Shokat on Fri. 18th July 2008. Shokat asked me if I would be willing to act as his ‘guinea pig’ to test his new third-generation bioresonance machine which was being delivered on that day.”

“Most of the work was done by Martin who was there to train Shokat in the use of this machine for addictions. I was asked to drink lots of water before coming and also to bring a couple of cigarettes with me. As I was feeling apprehensive, Martin told me I could go outside, relax, and have a cigarette. I had a cigarette and I felt better straight away. When I came in, Martin explained to me how the bioresonance system works and what I was expected to do after the treatment to assist the process of quitting. Then I smoked my last cigarette and put the ash together with the stub into the beaker which was placed into the machine. An hour later, when I got up, I no longer had an urge to smoke.”

“I came back to see Shokat on Mon 9th Aug 2008 for a check-up and I still had no desire to smoke. I am now looking forward to my next check-up in three months time. A week ago, if anyone had told me that it was that easy to quit smoking with a simple machine, I would have thought they were crazy. Now I find myself telling my friends all about this wonderful invention.”

Some people think that they cannot cope without their ‘crutch’. This story will prove this theory wrong. This is a story of a bank manager who experienced the most traumatic week after quitting smoking with us, but not once, was he tempted to ‘light-up’. For anonymity, we have deliberately changed his name and left out the date.

Charles quit smoking with the help of our new bioresonance system followed by hypnotherapy. When he came in for his second session he told us what happened to him after his first treatment. He was asked to stand-in for a colleague who was off sick in a large area branch. That day, when he reported to work, about ten of his staff reported sick. That day, he had to cope with everything that happened to him that week without cigarettes. Not once did he feel like ‘lighting-up’. We will see Charles in three months time for a check-up when he will give us a video interview of his ordeals which we will transcribe to paper.

So as you can see, there are a number of bioresonance devices on the marketplace. All of them have their merits but not all of them are good at helping you overcome your physical cravings with ease. Our combined system using two 3rd generation bioresonance systems, together, in a unique way, is proving to be far more effective than anything else on the market. This combination eliminates the physical cravings in an hour. However, no bioresonance system can deal with the psychological conditioning or the habit. So there is always a danger that you may put on weight after quitting or you may suffer from anxiety without your crutch. However, even with these limitations, scores of people still manage to quit smoking and stay stopped without suffering adverse problems such as putting on weight or getting depressed just with the bioresonance alone. However, all of our clients also get a boost of hypnotherapy which avoids these undesirable side effects.

(F) Low Level Laser Therapy (LLLT)

The laser therapy works by stimulating endorphins ('feel-good' hormones) when the pulsating light is absorbed by the skin and cells at acupuncture points, which eliminate the urge to smoke and helps relieve stress. Real acupuncture is just as good, but the beauty of laser is that it's non-invasive, i.e. no needles involved. (Our Omega Xp laser system - pictured left - is used by the some of the top clinics in the UK and FREEDOM Laser Therapy Inc., in the USA to get people off cigarettes.)

“In the treatment, a light probe was placed on various parts of my body. I felt calm and left without wanting to smoke. The next day, I went back for the second session. Afterwards, I went to the pub and was surrounded by smoke but really had no desire for a cigarette.

'The last gasp: How to quit smoking.'; Daily Mail; June 2007

"Laser treatment has now been scientifically proven by Middlesex University to be more effective than any drug-based intervention, including Champix."

Journal of Chinese Medicine; Number 86; February 2008

The laser system deals with the physical part of the addiction, so a bit of counselling is thrown in for good measure. If you smoke after the laser session, you do not get the same sort of enjoyment from a cigarette because the endorphin levels have been artificially boosted. If someone could not be hypnotised, then we would use the laser system to get them to stop smoking. All together there have been about a dozen people who quit smoking with the laser alone in the year 2006.
respond to the survey as also having quit smoking. (Some people fail with this system but never report back or
fail to try out his new laser system on me free of charge. I had my first session on Wed 1st Nov 2006. When I
came in for my second session the following day I had not gone near a cigarette. Finally, I came back a week later for
my third session. I never touched another cigarette again. I was amazed to kick-the-habit with this amazing ‘gadget’.

Professor Neuberger, in 2007, 46.7% of the people simply revert back to smoking after 12 months. It's
feeling left by not dealing with the problem at the unconscious level. According to a study conducted by
which he told me was proving effective at helping people quit smoking. I decided to stay on the
programme rather than claim my refund. I had one cigarette after the first session, and it did not taste
nicely. I did not want a cigarette after the second session - the following day. I proceeded to have my third
session - a week later - and my forth session a week after that. It's been over 18-months now and I still have no urge to
smoke.”

This method has the same disadvantages as all other methods which do not deal with all parts of the addiction -
physiological (physical) part, or the habit. Allen Carr in his books explains that the psychological part accounts
for just one part of the addiction process - namely the physiological (mental) part - and does not address the
psychological/physiological dependency makes a person more determined to quit smoking for good.

Hypnosis is suitable for everyone, even people with heart problems, pregnant woman or lactating mothers.
However, you get one case in a thousand where you can’t use hypnotherapy. Here is one such case:

Normally, you need about three-to-four sessions of laser to quit smoking. In the USA - after a group counselling
session - they can get away with just one session of laser. (We – at Life Principles - use the same laser system).
The laser system can also be used for weight-loss, by training the person to become satisfied with less food. You
need about 4 sessions - over 6 weeks - for weight-loss.

(G) The Allen Carr Method

The book by Allen Carr (pictured left) has probably helped many thousands of people stop smoking.
He used to be a heavy smoker. However, after seeing a hypnotherapist, he stopped smoking. Allen
felt that it wasn’t so much the work of the hypnotherapist, but the understanding he gained about
the damage he was doing to his body by smoking. He went on to write his best selling book, ‘The
Easy Way to Stop Smoking’, and set up a clinic in London, where he helped groups of smokers quit
smoking. However, the procedure he used meant that the smokers could continue smoking while he

Some people find is easy to stop smoking with the Allen Carr Clinics, others just can’t. Again, this method deals
with just one part of the addiction process - namely the psychological (mental) part - and does not address the
physiological (physical) part, or the habit. Allen Carr in his books explains that the psychological part accounts
for the majority of the problem and the physiological part accounts for very little. This insight into the
psychological/physiological dependency makes a person more determined to quit smoking for good.

This method has the same disadvantages as all other methods which do not deal with all parts of the addiction -
namely putting on weight, becoming depressed, or both – which comes about because of the constant ‘restless’
feeling left by not dealing with the problem at the unconscious level. According to a study conducted by
Professor Neuberger, in 2007, 46.7% of the people simply revert back to smoking after 12 months.

This study was criticised by the charity Ash for its ‘unscientific’ method of counting the people who failed to
respond to the survey as also having quit smoking. (Some people fail with this system but never report back or
claim their money.)

Clare (pictured left) came to see us on Thu 3rd July 2008 to quit smoking. She had tried all the
usual methods of quitting such as the NHS, hypnosis and six sessions with Allan Carr’s Easyway clinic.
All her previous attempts to stop smoking were unsuccessful.

Clare went on to describe how she would ‘light-up’ immediately after each session with Easyway
because of the physical cravings. When she failed after her sixth attempt - she claimed her money back.

Her dad and another person who went with her, however, managed to ‘pack-up’ smoking with Easyway after the very
first session. Six months down the line – her dad become so ‘distort’ that he reverted back to smoking and vowed never to
try another ‘stop-smoking-attempt’ again. To add insult to injury, when this information was relayed to the Easyway
clinic they refused to acknowledge that this could happen and left it at that.

Even if you look at the NHS guidelines for anxiety it tells you that one of the reasons you can become depressed is if
you give up smoking – this is a distinct possibility if you quit smoking cold-turkey.

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Even if you look at the NHS guidelines for anxiety it tells you that one of the reasons you can become depressed is if
you give up smoking – this is a distinct possibility if you quit smoking cold-turkey.
With our help, Clare managed to quit smoking with one session of hypnosis followed by three sessions of laser. Clare relapsed after three months when her new business had folded. She was put back on track with a further free session of hypnosis and bioresonance (we look after you for five years). Maybe Clare can persuade her dad to come and see us some time in the future.

**Jan (pictured left) who came to see us for weight-loss on Fri 8th Aug 2008.** She wanted to share her story of how she quit smoking with Allan Carr clinics. She said that three days after the session, the physical cravings were terrible so she rang up the clinic ‘crying’ for help, convinced that she would fail.

> “I was reminded of the ten reasons why I wanted to quit smoking – I became very emotional – realised smoking was stupid – and never smoked again. I found Allan Carr to be the most successful method for me: I have been a non-smoker for four years now.”

The first example illustrates that there is a lot more going-on then simple suggestion. You do not lose the desire to smoke just like that for two days. After realising how pointless the smoking habit is - you are wide open to suggestions - the small amount of group hypnosis at the end of the programme may be good enough for some people to quit smoking. When a decision is made with conviction you undergo instant self-hypnosis anyway - the suggestions are accepted at the unconscious level and quitting-smoking becomes easy. Think about a decision you made with conviction such as getting out of a painful relationship – while you were dithering the pain was awful, but once you made that decision with conviction, the rest became easy; in this way - all change happens in an instant.

Both examples show that there is still a considerable amount of will-power involved with this technique. However, when you understand the foolishness of the smoking habit your resolve to succeed is vastly boosted, and the reason why a vast number of people quit smoking cold-turkey after reading Allan Carr’s book.

Allan Carr’s EasyWay is good for some people – there are plenty of celebrities who have quit-smoking in this way – however, it is still no match for good solid hypnotherapy which deals with all parts of an addiction, i.e. physical, mental and the habit. Remember, Allen Carr quit smoking with hypnotherapy when all of his knowledge and wisdom could not get him to do that on his own. He went from smoking 100 cigarettes-a-day to zero after a successful hypnotherapy session. Even then, nowhere in any of his books does he mention the fact that he quit smoking with hypnosis. Why? Because you would probably just walk into the nearest hypnotherapy practice rather than buy his books or go to his stop-smoking clinics. The truth, I’m afraid, does not always make good commercial sense. As far as I am concerned, if hypnotherapy was good enough for Allen Carr, then is should be good enough for the rest of us, yes? If knowledge and wisdom were sufficient to quit smoking, then no-one in this world would be smoking, because every smoker knows how bad smoking is for his/her health; if only life was that ‘Easy’.

**(H) Stopping Smoking ‘Cold-Turkey’**

Although this is the most successful method of stopping smoking in the world - there is a problem with quitting in this way. You see, a powerful habit is really your unconscious mind trying to do something useful for you. So if you use your will-power to stop smoking, then you will have taken away what the unconscious mind believes to be a very important benefit for you. So the unconscious mind will substitute something useful in its place, and the nearest thing it can usually find for the repeated hand to mouth moment, is food. That's why a lot of people who stop smoking by sheer-willpower, usually end up overweight. With our safe and comprehensive hypnosis system that simply cannot happen.

The other problem with using willpower is that, although it's immensely powerful, you still have to remember to use it. However, habits are habitual - they just happen. So you have a meal and before you can remember to use your willpower not-to-smoke, you have already lit-up. So it become a constant struggle to try to and remember not-to-smoke, and you usually trip up when you least expect it.

> “My name is Tina (pictured left). I am a NVQ Assessor and I live in Kingstanding.”

> “I quit smoking with Shokat a week ago. I haven’t had a cigarette, I don’t want a cigarette and it’s been absolutely fantastic. I come back this week because I associate stopping smoking with eating...so...I am here to do a session with that, and see how we go from there. ”

> Shokat: “What happened when you last quit smoking by yourself?”

> “I put three stone on (in weight) and I can’t seem to get it off again…and I started smoking again. “

> Shokat: “How did you stop smoking the last time?”

> “With patches and they didn’t work. So I just did it cold-turkey and that’s when I put the weight on.”
Tina (above) quit smoking ‘cold-turkey’ and put on weight which is not surprising. However, people who quit smoking with any other method which does not deal with the problem at the unconscious level do not fair any better. Also, if the hypnotherapy is not undertaken methodically then you can still end up eating as if there was no tomorrow. We know lots of people who have put on weight by stopping smoking with the Patches, Zyban and Champix. In fact most people put on weight with the NHS methods and revert back to smoking again.

“When I quit smoking with the patches, I put on about 3st in weight. One day, I caught a glimpse of my bum in the mirror and was shocked by the ‘great big blob’ I saw and realised how large I had become as a result of quitting smoking. I decided that I would rather smoke than be chubby - so I started smoking again. Since quitting smoking with you in 2005, I have only put on about half-a-stone in weight. I am very happy with the results.” Jean, Wolverhampton

We also know lots of people who have put on weight after treatment with laser and bioresonance alone. Even some of our own clients have put on weight with this method. Our latest bioresonance system shows a lot more promise, by removing the memory of the nicotine from the body, making it less likely that you will substitute eating instead of smoking.

We, at 'Life Principles', use nothing but deep hypnosis, and that’s why our first session is two hours in duration. Also, we have invented electronic deepening systems that allow us to take our clients much deeper than by just talking to them. Our induction is arguably one of the very best in the industry and has cost us a considerable amount of money in licence fees.

When people quit smoking with any other method - apart from hypnotherapy - they feel deprived. This feeling causes them to eat more. So, some people feel miserable and others put on weight. Some become depressed and overweight, which causes them to light up six-to-twelve months down the line. This is why all government stop smoking methods have an abysmal success rate.

Because hypnotherapy deals extremely well with the psychological and habit part of the addiction, you feel motivated and liberated after the session. There is no feeling of loss or deprivation, but a feeling of total elation that you have finally achieved what all smokers long to achieve: to become a non-smoker, easily and without any emotional or physical pain. This is why the success rate of our system is exceedingly high and the remission rate is unbelievably low. Ninety-five percent of our clients quit smoking in their very first session!

"Hypnotherapy and Hypnosis are the most effective ways of giving up smoking. A 2005 study of 72,000 smokers from Europe and the US, reported in the Journal of Applied Psychology, showed that hypnosis came top as the most effective therapy in helping people to give up smoking.”

Guardian Unlimited; 7 Jan, 2006
“Twenty-six weeks after leaving the hospital, the results show that 50 percent of smokers who used hypnotherapy alone or in combination with nicotine replacement therapy, compared with 16 percent who used nicotine replacement therapy alone, became non-smokers.”  

WebMD; 23 Oct, 2007

In 1992 a meta-analysis by Frank Schmidt and Chockalingam Viswesvaran reviewed 48 studies, covering 6020 subjects. They found that the average quit rate for those using hypnosis was 30%.

Numerous studies have shown that the success for stopping smoking using hypnotherapy is much higher than nicotine replacement products. In 1968 Von Dedenroth reported in the American Journal of Clinical Hypnosis a stop smoking success rate of 94% over an 18-month period.

Hollywood celebrities Samuel Jackson, Ellen Degeneres, Matt Damon, Drew Barrymore and Ben Affleck have all used hypnosis to quit smoking. Thousands of people quit smoking with hypnosis every year but hypnotherapists receive no help from governments, charities or health institutions anywhere in the world – they all insist on clinical trials, which they will not fund, and ignore self-evident truth.

Since hypnosis and hypnotherapy were accepted as a legitimate therapeutic agent in 1950s, a great deal of research has been conducted on the efficiency and effectiveness of hypnosis. Several investigators during the 1970’s and 1980’s provided clinical and experimental evidence about the effectiveness of hypnosis for smoking cessation, substance abuse, weight loss, phobias, depression, and anxiety. These results were summarized by the American Society of Clinical Hypnosis as follows:

<table>
<thead>
<tr>
<th>Method</th>
<th>Success rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Study Self-Hypnosis</td>
<td>2-5</td>
</tr>
<tr>
<td>Group Hypnosis Session</td>
<td>2 – 5</td>
</tr>
<tr>
<td>Single Individual Session</td>
<td>17-20</td>
</tr>
<tr>
<td>Three Individual Sessions</td>
<td>45-50</td>
</tr>
<tr>
<td>Five or More Individual Sessions</td>
<td>85-90</td>
</tr>
</tbody>
</table>

The researchers also discovered that customizing and individualizing the sessions increased the effectiveness of the sessions dramatically. In addition to these studies, Alfred A. Barrios, Ph. D., has conducted a longitudinal survey of the psychotherapeutic literature and discovered the following success rates for hypnotherapy versus other cognitive therapeutic methods:

<table>
<thead>
<tr>
<th>Technique</th>
<th>No of sessions</th>
<th>% Recovery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychoanalysis</td>
<td>600</td>
<td>38</td>
</tr>
<tr>
<td>Behaviour Therapy</td>
<td>22</td>
<td>72</td>
</tr>
<tr>
<td>Hypnotherapy</td>
<td>6</td>
<td>93</td>
</tr>
</tbody>
</table>

Hypnosis with multiple, individualized and tailored sessions, is probably one of the most effective ways to bring about desired changes in the least amount of time.

Isn't strange that the government and the NHS will accept a mediocre success rate for Champix at 22% but will ignore the non-drug based clinical trials? However, this is nothing new as you can see from the story shown below:

During the people in the UK were dying in their hundreds after they were admitted to government hospitals. However, there was one hospital that was based on like for like (homeopathy). This hospital achieved truly outstanding success rates and was saving many lives. The audit commissioner’s report on the effectiveness of the various hospitals left one hospital out - guess which one? The auditor was later slated in parliament but his answer was very simple. How can we include a hospital whose methods we just can’t comprehend? The answer is just as daft as the one we hear today. How could we embrace natural remedies and methods that cost pennies when we have been taught all our lives that health comes at a very high price? The real answer is more likely to be something like this: “How can we admit that we have been unlawfully killing millions people all those years with dangerous and expensive drugs when we could have been saving countless lives with simple and effective natural remedies that cost pennies.” I suppose you can’t justify a six figure salary if you admitted that you really have no clue as to what you are doing!

Every meta-study ever conducted on the most effective method of overcoming addictions such as smoking puts hypnotherapy leaps ahead of all other methods. Even with such overwhelming evidence, the medical profession continues to ignore these results as unscientific. Real world results (undeniable self-evident truth) are ignored in favour of clinical studies (designed for victory – not truth).
A year ago I received an email from a smoking cessation counsellor who was incredibly impressed with hypnotherapy as a smoking cessation aid. She said:

“Over the years I have seen my patients struggle with the government endorsed methods of quitting smoking and fail over and over again. Eventually they go for hypnotherapy and they do not only quit smoking as easy-pie but they stay-stopped for years.”

“I finally decided to learn hypnotherapy so I could help my own clients. It cost me thousands of pounds and two years of ‘hard graft’ to become a fully qualified hypnotherapist.”

“The problem I face now is that the NHS will not allow me to use my hypnotherapy skills to assist my clients as all results must be based on government approved methods such as NRT, Zyban and Champix. I can’t even get clients to see me privately because the government stop smoking programme has so dominated the market place that I just can’t get a look-in. What’s even more annoying is that even though I have written to the PCTs they still will not support me. I can’t understand how hypnotherapists can survive under such unfair market conditions created by the government and the NHS. I don’t know if I will ever recover the cost of my training. I am truly disgusted with the current system which excludes anything outside of the drug based methods.”

Health institutions and governments around the world continue to endorse extremely dangerous and ineffective drugs over hypnotherapy which is vastly superior, fast and extremely cost effective. Yet every day some extremely good hypnotherapists are going to the wall. Out of the 300 of us who were trained in 2002, only about 10 of us are still around – everyone else has either gone bankrupt or moved on to something more worthwhile? That is pretty heartbreaking when each of us paid about £5,500 for the course.

Ninety-nine percent of all hypnotherapists go out of business within five years. Some just scrape by and curse the day they chose this profession, not because they are useless, but because the whole of the corrupt drug-industry is setup to undermine them every step of the way. This situation is compounded by government guidelines and the ignorance of the medical profession. Doctors simply end-up following government guidelines in a ‘blinkerred way’ ignoring all other evidence. A lot of patents tell their doctors that they have quit smoking by other means but all of this useful information simply falls on def ears - so when the next person comes along wanting to quit smoking - out comes the prescription pad yet again! I sometimes wonder if hypnotherapists will ever get any justice in this shameful drug based world.

(J) Our Unique System

We - at ‘Life Principles’ - combine hypnotherapy with ‘information medicine’, in the form of a laser and three bioresonance systems. The hypnosis takes care of the mental conditioning, while the information medicine takes care of the physical cravings. This method has enabled us to deal with every addiction, from cigarettes to alcohol to heroin. This combination also affords the protection that, if someone can’t relax, they can still overcome their addictions without the hypnosis. It is impossible to fail with this system if you are totally committed to overcoming your vices, even if you can’t be hypnotised. The word ‘failure’ is no longer a part of our vocabulary.

“In 2005, I overcame my alcohol addiction and lost 20 pounds in weight over four months. It feels like I have been reborn again. I now have a life thanks to you.”

Liz went on to help us produce a one-hour TV programme on alcohol addiction describing how - for 35 years - she struggled to overcome her problem without success. Finally, she found us, quit drinking after just one session of hypnotherapy and has never looked back since. 

Liz, Birmingham, West Midlands

“As far as I know, I am the first person in the UK to stop smoking live on TV. I was referred by my sister Salma (pictured left), who quit smoking and overcame her phobia of flying with your help. It will not surprise you to learn that both of us are still happy, healthy non-smokers after three years.”

Said Khan, TV Presenter, Aston, Birmingham

“I quit smoking crack-cocaine in 2007. For the last six years, my addiction left us penniless and we almost lost our home. I quit smoking crack in just two sessions over one weekend. I could not believe it could be so easy. My wife and I just can’t thank you enough.”

Denny, London (pictured, left, with his wife)

“My name is Lesley and I came to see you in 5th March 2008 for weight-loss. Previously, I had tried all sorts of methods to lose weight including: Slim Fast, Adios slimming-pills, Weight Watchers, Local Slimming Clubs, Gym, Xenical from the doctor, dieting and nothing worked. I lost 2-stone in weight since coming to see you 3-months ago. Now I have been given my booster session for self-esteem. I have every confidence that I will succeed in reaching my target weight, of being 4-stones lighter, by the time I come back for my 9-month check-up. I am very pleased with the results.”

Lesley, West Midlands
Literally thousands of people have overcome their addictions with our help. We have successfully dealt with anything from cigarettes, cannabis, cocaine, crack-cocaine to ketamine, quat (khat), alcohol (severe and binge-drinking), opiates and heroin. Most simple addictions - such as cigarettes and cannabis - can be dealt with in just one 2-hour session, but other habits - such as drugs or eating disorders - are undertaken very successfully in two sessions. We have a package price for everything, so if you need more help than the average person then that help is supplied free-of-charge.

Our system verses Champix

The system combines hypnotherapy with bioresonance to take away the ‘cravings’ for the nicotine, just like Champix, but in one simple 2h session instead of 12-weeks. Our system also deals with the mental obsession which Champix doesn’t. The treatment costs less than Champix and is extremely safe. There are no emotional problems with this method; with Champix you could ‘end-up-dead’ after the suicide thoughts ‘take-over’ your life. If you are one of those people who is still struggling after the our combined therapy - or suffer from minor emotional problems after quitting - or starts to eat like a horse - then you can always come back for free hypnosis session(s). If you are still having problems settling down, we can always help you become more comfortable with a few sessions of laser – again - completely free of charge. Finally, we have built in regular checks-ups after 2-weeks (optional), after 3-months, after 1-year, after 2-years and finally after 5-years to make sure you stay-stopped, and if required, put you back on track free of charge. Could we possibly do more?

A client of ours Anita who quit smoking with us back in 2002 recently called us up to share her story: “My friend’s wife was recently prescribed Champix. The doctor did not tell her about the side effects. A few weeks later she started having suicidal thoughts and wanted to ‘topple’ herself.” I said to her: “For goodness sake read about the counter indications, which she did, stopped taking the pills and the suicide thoughts subsided.”

Shokat: “Well did she stop smoking with Champix?” Anita: “No she stopped taking it and she is still smoking cigarettes.”

A doctor prescribed this person an incredibly dangerous drug and did not even bother to warn her about the suicidal thoughts. My advice to doctors would be to be honest with your patients about the dangerous drugs you prescribe to them because one day you may find yourself standing in the dock having to defend your actions in a court of law. However, the court of God is the one where you will not get away with your mistakes so easily – can you imagine yourself saying: “But my Lord, it was not my fault - I was only doing my job following government guidelines – how was I to know that they were so wickedly wrong.”

Permanent Weight-Loss programme

Years ago, there was a programme on the ‘BBC’ called ‘Fat Nation’. A Street in Birmingham was chosen for this programme. When they revisited this street after two years, everyone - apart from one person - had reverted back to their original weight:

"The 'University of California' analysed 30 studies involving thousands of slimmers, the world's largest study ever concluded. 'Diets don't work for the majority of slimmers and may even put lives at risk'. More than two-thirds pile the pounds straight back on, raising the danger of a heart attack, stroke and diabetes.

Indeed, most dieters end up heavier than they did to start with, researchers found. They warn this type of 'yo-yo' behaviour is linked to a host of health problems. And, they say the strain that repeated weight-loss and gain places on the body means most people would have been better off not dieting at all." Daily Mail Online; 10 April 2007

Weight-loss is 'analogue' behaviour, whereas smoking is 'digital' behaviour. Because of this, it is about 10-times more difficult to deal with than simple habits, like smoking cigarettes. Also, you started smoking when you were a teenager usually through peer-pressure. However, you started eating from the day you were born. With weight and drug addictions, you also need to deal with the self-esteem issues and the root cause of the problem, if any. So, weight-loss is undertaken in two sessions, just like all drug and alcohol addiction programmes. Cannabis addiction is so simple that we deal with it in just one session. In our opinion, most weight-loss programmes are real disasters. In fact, even some hypnotherapists are now beginning to wash their hands off weight-loss.

It’s not unusual to find someone who has tried every fad diet, slimming club, laser, pill and - of course - 6-8 sessions of hypnosis. They lose the weight for a little while, then put the weight straight back on. Most people end up worse than they were before and wish they had never started.
In order for the NHS weight-loss pills to work, you must be prepared to take them forever. They only speed up your metabolism artificially. This burns off the fat quickly. However, it does nothing for the three parts of an addiction (physical cravings; physiological need to eat junk food; and, the habit of eating for the sake of eating). So, as soon as you come off these pills, the weight goes straight back on. There was a report on 'BBC News', where a lady had lost about five stones in weight using these wonder pills, only to put the weight back on; and, having come off the pills, she had to contend with another problem: diabetes. The only programmes that have any chance of lasting are the one’s that help you to change your unhealthy lifestyle into a healthy one. This is what ‘Life Principles’ has been doing for years. Occasionally, we bump into a client we have not seen for sometime, and they have not only lost the weight but have kept it off without too much effort.

For weight-loss, we use two sessions of deep hypnosis with bioresonance. We deal with the addiction in the first session. You are also given a special self-hypnosis CD and a 4-page nutritional guide and - of course - your bioresonance e-Capsule. The bioresonance treatment takes care of any underlying biological problems such as pathogens, metabolic pathways, allergies, intolerances, parasites, etc, that may be stopping you from losing weight.

"I have lost four stones in weight and kept it off for over two years. It was easy to lose weight with your weight-loss programme and I am absolutely delighted with the results."

Barbara went on to help us make two one-hour TV programmes sharing her experience of losing weight with hypnotherapy.

Barbara, Yorkshire

"I have lost over two-and-half-stones in weight and have kept it off for over three years with your help. I just can’t thank-you enough."

Teresa was so impressed with what we did for her that she wrote two wonderful testimonials for us. These were published in prestigious magazines, such as the ‘Journal’.

She keeps in regular contact with us and is not only our client but has also become one of our closest friends.

Teresa, Malvern

"I came to see you in 2008 and within just over three months I had lost almost two-stones in weight. My skin improved, my tummy settled down and I have also noticed many other health benefits. Everyone has noticed that I look a lot slimmer having dropped from dress size 18 to petite size 14. My doctor tells me that my BMI had dropped from 30 down to 25 – going from dangerously obese to a ‘healthy-normal’."  

Laura, Derbyshire

The second session - three months later - reinforces the suggestions for the addiction then goes on to deal with the self-esteem issues. Some people are so liberated after the session, that they feel as if they have been born again. Most people can lose half the weight they wanted to lose by the end of three months. Most people can reach their target weight by the end of 12 months. Most people find it quite easy to lose about four stones in a year in this way.

Again - as with the drug addictions package - we offer a package price for weight-loss. This programme is undertaken in three sessions. Severe eating disorders may require more than three sessions. We normally provide as much support as is needed to help our clients lose weight. We also look after our clients for 12 months from the commencement of the weight-loss programme. It is extremely easy to lose weight and keep it off for years with our revolutionary weight-loss programme.

So many of our customers have lost anything between 1-to-12 stones in weight, and have kept it off for good. Our clients tell us that not only have we helped them become slim and healthy, but we have also changed their whole way of life forever – they will never eat unhealthy ever again!

Severe eating disorders

Sometimes you get a client that totally perplexes you and no matter how much you want to help, you can't. We have seen several people with severe eating disorders and we have successfully helped them with deep hypnosis and our luggage-of-life programme. These people know what to do but still don’t? Why? Because emotions are far more powerful than logic. I normally say that the strongest prison in the world is the one we make for ourselves – a prison where the door is left wide open but we are still unable to walk-out and claim our freedom. The key to unlocking the door is good solid hypnotherapy. However, the depth of the hypnosis depends on the client – you can only take the client as deep as the client will allow you. Sometimes people have severe medical problems and find it impossible to relax in which case hypnosis will fail miserably. Here are two cases – one where we turned things around and the other one where we just can’t:
"Basically, I don't eat anything. No hot food what so ever apart from Pizza & nuggets from McDonalds. I always feel tried and lethargic when I go to the gym. I feel this was because I don't get the right foods."

Thomas (pictured left) is 18 years old and has had so much help from the NHS for many years including physiotherapy, counselling, food therapy etc. Strange the NHS has provision for every other therapy apart from hypnotherapy?

One session of our luggage of life programme put Thomas back on track. He is now eating lots of raw fruits and vegetables. He is also juicing them and drinking their juices. He has gone from consuming just four food groups to almost everything now.

Thomas is someone who is relatively easy to hypnotise so the intervention worked. What happens when you get someone who can't be hypnotised? Here is one such person:

“I had eaten normally until I was four and half years old. I only eat chips for my main meal. This caused Epilepsy when I was 18. I lived a normal life until 6 years ago. I had a heavy lifting job, and had to give up work. I have now got an under active thyroid. Two months ago I started having pins and needles in my hands and feet. My doctor says it's caused by my eating disorder.”

Neal (pictured above) has severe problems trying to sleep. He stays awake until 5 in the morning then gets about a few hours sleep per day. Neal is virtually impossible to hypnotise. He has asked his doctor to give him something to help him relax so he can be hypnotised but his doctor has refused to help. Neal cannot hold his liquor and throws up so that is not an option either. This is when I wish they would legalise LSD for people like Neal – it could be a real lifesaver in this case.

Neal has now been referred to a colleague of ours called Linda Hopkins in Wales who is trying to use EFT/TFT to help him overcome his problem without the hypnotherapy. We have put Neal on colloidal minerals until we can find a solution. Neal cannot drink fruit and vegetable juices which is a pity. We are looking at dehydrating fruits and vegetables to see if we can give him this in powder or capsule form.

Neal is now near the ‘end-game’ and he knows it. He is fully aware that his behaviour will kill him. It’s just a matter of time before Neal fatally injures himself. However, even with all this knowledge Neal still cannot get himself to eat. Food to him is like eating ‘excrement’. Neal also smokes cigarettes and spiffs but does not want to give these up – he says – they are the only friend I’ve got. This should be a lesson for people who don’t want to be hypnotised to help them overcome their nasty habits. Sometimes, hypnosis is the only saviour, and only when it doesn't work, can you truly appreciate its magnificence. Hypnosis, in some circumstances, can literally save your life!

If anyone out there has any suggestions which can help Neal then please contact us? We have some incredibly powerful bioresonance systems but they as good as useless in this case. They can get him to quit smoking and they can also balance his body to ‘buy him time’ but they, in themselves, can’t make him eat.

**Why do people fail?**

This is a good question and I could dedicate a whole book to this topic alone. Having helped thousands of people overcome entrenched habits - from cigarettes to heroin - the reasons for failures can be broken down into the following categories:

- Lack of motivation;
- Lack of preparation before the hypnotherapy;
- Not knowing what to expect after the hypnotherapy;
- Badly trained, under-trained or inexperienced hypnotherapists;
- Ineffective hypnotherapy system;
- Inability of the client to relax;
- Not following post-treatment guidelines.

I will discuss each of these problems in turn with real-life examples. However, without even going any further, I can put my hand on my heart and site Lack of Motivation as being the most important factor. There is no system or procedure that will work if the client is not motivated to do something about his/her problem. You cannot make anyone do anything against their will – not even with hypnosis – it simply does not work!

There is an intervention that can be used to get even the most hardened drug-addicts to commit to change, but it requires a lot of help and support from their families and friends to succeed. (The discussion of this topic is outside the scope of this particular document, respectively.)

The second reason why most people fail is due to the Inability of the Client to Relax during the session. There are some people who have a great deal of difficulty relaxing. Most of them are already aware of this as they maybe finding it hard to sleep. These are the people who will need most help, but, if they are committed, they will still succeed overcoming their addictions using the laser and the bioresonance systems.
An added complication is where the person is already suffering from depression, or goes into depression after quitting smoking. This is a very special case where we have no choice but to get the hypnotherapy to work although one of our bioresonance systems is showing great promise. We have developed a method of preparation that works really well, but requires the full cooperation from the client. If the client is willing to persevere and do exactly what we tell him/her to do, then success is a certainty.

(a) Lack of motivation

Motivation is the key to success for any addiction programme. No one can make us do anything against our will – not even with hypnotherapy. Here is a typical case where there was absolutely not motivation to succeed. Without motivation the whole thing was just a futile exercise:

Victoria (pictured left), a 24-year-old woman, came to us to stop smoking cigarettes and cannabis. She quit smoking with hypnotherapy. Then, about a month down the line, she went to the pub with her mates and lit-up and reverted back to smoking again. We got her back in for her second free session. This time she went slightly longer. Again, she got drunk and started smoking - again. Finally, we sent her to another bioresonance clinic in Berkshire. When she came out of the clinic and got into her car, she wanted a cigarette even though she had no physical cravings. She finally ‘caved-in’ to her thoughts two days later and lit-up.

We finally got her back in and undertook aversion (reversal) therapy using deep hypnosis. This time, after a few weeks, she had a puff when she had no desire to smoke and was almost sick. A few hours later, she had a few more puffs and, again, she was sick. However, she fought tooth-and-nail to restore her habit. She told me that after quitting successfully (no cravings for a cigarette) she did not know what to do with her hands – what a feeble excuse for carrying on with a bad habit. We have not given up on Victoria - we never give up on our clients – but repeating the session for now will be a futile exercise. We feel that the problem with Victoria is that she is still going through her ‘socialisation period’ where she associates smoking as being ‘cool and sophisticated’ and is not ready to quit smoking ‘just-yet’. When she is ready (maybe in a year’s time) we will get her back in and try again (free of charge).

(b) Lack of preparation

You would have thought that for something as life-changing as overcoming an addiction, people would put a bit more effort into preparation, but a few don’t. Some people have the attitude that they’ll just fit it in with their work routine during the day. This a bit like setting off to decorate a room without any preparation at all; then wondering why you ended up with a shoddy mess towards the end. I remember when I was working in software engineering, management was too keen to see some progress and forced the team into the coding stage without adequately finishing off the design stage; the resulting mess was full of bugs and a nightmare to maintain. You simply cannot ‘short-cut’ the preparation part of any process:

In 2006, Sian (pictured left) came to see us straight after work and was very tired. Still, it took us nearly three hours to hypnotise her. She overcame her addiction to chocolates and Prozac instantly. Her mother got ill several weeks later, so she decided to eat some chocolates for comfort which restarted her addiction. The next time she came in was at 10a.m. without any preparation. In the time we had available, she just could not relax and failed miserably. By the way, even though Sian reverted back to eating chocolates she never took prozac again. (She was prescribed this anti-depressant by her GP for over 12-years.)

If you are one of those people who find it difficult to relax or sleep, then you need to be especially well-prepared for the hypnotherapy. Even the Bioresonance and laser treatment require two days of up-front preparation. We pay a great deal of attention in preparing our client for success. If our clients follow our instructions, failures are virtually impossible.

(c) Not knowing what to expect

We go to great lengths to make sure the client knows exactly what to expect during and after the hypnosis session. This reduces the chances of silly, avoidable failures. Salma could have lit-up in the car falsely thinking that the hypnosis had failed; good job she didn’t because - later on - she overcame two further problems: her phobia of flying and the emotional pain resulting from a failed relationship:

Salma (pictured left) came to see us in 2005. The hypnosis was really successful. However, as soon as she stepped outside the clinic she thought to herself: “What was all that about?” She decided that she would get in the car and have a cigarette. When she got in the car she thought to herself: “I don’t feel like one right now, but I’ll have one in a minute”. When she got close to her home she thought: “I don’t feel like one, now but I’ll have one when I get home”. Next day, she caught herself in the same train-of-thought, and finally realised that she experienced no desire for a cigarette since the hypnotherapy – she was now truly a non-smoker!

Here is another client who could have jeopardised the session if she did not give hypnotherapy a chance. As she refrained from smoking, she completely settled down after a few days.
We had a client who came to see us in 2002 and quit smoking instantly. He then came back in 2007 with his wife who wanted help in losing weight. This is his story:

Richard (pictured left) was a 40-a-day smoker. When he came back four years later, he wanted to share his story of quitting smoking with us. He said that when he left the clinic all those years ago he had no desire to smoke. That night, he went to bed a happy non-smoker. However, in the morning the cravings returned ‘big-time’. However, he asked himself this question: ‘When was the last time the cravings for the cigarettes disappeared that easily and for so long?’ The answer was: ‘Never!’ He came to the conclusion that something beautiful must have happened the night before, so he decided that this was nothing but his body going through a period of rapid detoxification and that he was willing to pay the price to reclaim his freedom. Well, he did not have to pay too big a price because when his body had totally detoxified in three days time, he had lost all cravings for the cigarettes. After that he has encountered many situations where people were smoking around him but he never once experienced any desire to smoke. He has also not put on any weight which is a real possibility if he had stopped smoking ‘cold-turkey’.

If Richard was not that committed he would have caved in the very next day. He would have made the excuse, “Oh God, hypnosis didn’t work”, and started smoking again. People who are committed to quitting always find a reason to stay stopped. People who are not committed always find an excuse to start smoking again. Give hypnotherapy, bioresonance and laser a chance. If you have not settled down after a few days, give us a call and we will get you back-in ASAP for a free back-up session. However, if you put a cigarette in your mouth before calling us then you will have squandered the last session. It’s always better to build the next session on top of the last session rather than to start all over again.

The key to success is to communicate any problems to us as soon as they occur and be prepared to come back at short-notice for a free back-up session. Once we take on a client, we are totally committed to that client until that client has overcome his/her problems no matter how much extra effort is required on our part. All we ask - in return - is that you stay committed to the programme, and keep us informed at all times if you are having problems. We can then advise you over the phone or get you back-in for a free back-up session.

(d) Unskilled hypnotherapists

There are some very good hypnotherapists out there, but there are also some badly trained, under-trained and inexperienced hypnotherapists. Some people may have qualifications coming out of their ears, but enjoy abysmal success rates. It took me eight years (part-time) to earn my BA (Hons) and my Post-Graduate Diploma from the OU. Yet, it is possible to get a Diploma in hypnotherapy in just three months, or a PhD via two-year (both by part-time study). According to the ‘Working Group – Code of Ethics’, the only Diplomas and PhDs worth anything are the ones earned from government accredited UK institutions. According to this criteria, most trainers of NLP hold unrecognized PhDs. Don’t be fooled by affiliations either; most of them - like the GHR - are nothing but ‘one-man-bands’ looking after their own livelihoods. Read the book ‘All in the Mind’, by Andrew Newton, for more information.

You would think that if anyone was a member of ‘THE NHS DIRECTORY of Complimentary and Alternative Health Practitioners’ then this would entitle their clients to free treatment on the NHS but you would be wrong. The register is the result of pressure put on the NHS by the ‘House-of-Lords’ to give ‘people like us, a look-in. However, in practice, it is nothing but a complete waste of the subscription fees we pay; no-one ever gets any referrals from doctors in this way. The odd person who gets through to us, has to pay for the treatment privately - none of the ‘Primary Care Trusts’ will ‘cough up’ their fees. For this reason, after four years, we have finally decided not to renew our subscription – lots of our colleagues are also doing the same.

In fact, I wish everyone would just opt out, because by being part of this ‘totally worthless directory’, we are accepting a corrupt and unjust system that continues to exclude ‘Complimentary and Alternative Practitioners’. As far as I am concerned, the sooner this Directory is relegated to the graveyard of totally worthless and useless idea’s the better. (The picture on the left is our old certificate).

The thing that gives any practitioner the edge is not their ‘paper credentials’ nor their ‘affiliations’, but how much real-life experience they have with one-on-one therapy clients. We have seen literally thousands of clients for addictions. This - in turn - has given us a huge edge over the competition. Also, some hypnotherapists just develop a ‘knack’ of doing things in the right way that gives them absolutely phenomenal results - some really good hypnotherapists, carry their secrets to their grave. A ‘knack’ can’t be learnt, either you have it or you don’t! Also, you want to go to someone who is going to work with compassion rather than stop smoking ‘production-lines’ who fail to provide a caring service. It’s very difficult to find a clinic which will provide you with ongoing backup support for five years (with regular check-ups) to help you stay on track after you have overcome your addiction.
We get people from all over the world who have previously failed - with every method imaginable - to overcome their addictions. We helped a very famous hypnotherapist from Ireland quit smoking with us. Some people travelled all the way from Scotland, who failed to quit smoking with the laser. We get clients from Harley Street, London, failed to quit smoking with hypnosis laser or bioresonance. We even get clients who've travelled all the way from Europe and the Middle East. The vast majority of our clients - both previous and current - came from the 'utterly useless' (their own words) NHS stop-smoking programmes.

Here is an e-mail we got from someone who wanted to quit smoking cannabis, but thought we were too expensive. So, she went to a cheaper and 'better qualified' practitioner. The e-mail says it all:

“I am trying to stop smoking weed and cigs. I am 27 and have smoked both since I was 15. I have tried various things to stop and am currently seeing a counsellor who is advising acupuncture. I went to see a NLP Master Practitioner called ‘NK’ last week, who is supposedly very good as this. It cost me £125 and I am still smoking weed.” Rachael

Here is Christine who came to see us on Tue 22nd July 2008 to stop smoking and drinking alcohol. She had made the mistake of taking the cheaper route and ended up £150 worse off.

“My best friend Valerie (pictured top left), her daughter Gale (second picture from the top) and her niece Leamme (third picture from the top) quit smoking with Shokat’s help two years ago. I was very impressed with the results but being a pensioner and with money at a premium I decided to go somewhere cheaper. After the hypnotherapy I felt like pulling my hair out. The cravings for the cigarettes were ‘driving-me-up-the-wall’. I just felt so angry. I could have ‘murdered’ someone. The next day I ‘lit-up’ and felt better instantly.”

“Yes, I tried NLP and other therapies but with no avail. I already had a trigger for cigarettes and most of my life is associated with smoking or social drinking. I found Shokat’s therapy the most effective. He helped me to understand that my addiction was beyond my control. He also helped me to change myTrigger for cigarettes and most of my life is associated with smoking or social drinking. I found Shokat’s therapy the most effective. He helped me to understand that my addiction was beyond my control. He also helped me to change my

Sometimes, I am amazed that people want to overcome a £2,000 – £10,000-a-year habit that is killing them by ‘shopping around’ for the cheapest option. Some people are under the delusion that hypnosis is hypnosis only, so why pay more when you can get the job done for £50, using cheap or group hypnosis. Everyone knows what they are worth - we know we are worth more then what we charge to get someone to overcome a £1,500 a year habit that is killing them. So if someone is charging £50 then that’s what they think they are worth. When the NHS is spending £275 per person to get them to quit smoking then why would anybody worth their ‘salt’ want to charge anything less than that? Also, were you going to a brain surgeon, would you go to the cheapest or the best? It pays to go to a skilled therapist who will not only do his/her utmost to get you to overcome your addiction, but will stay with you to the very end, even if you turn out to be his/her worse nightmare. Better still, why not go to a therapist who has a decent bioresonance/laser system(s) so that even if you can’t be hypnotised, you will still succeed with his/her help? With our quit-now, pay-later scheme there really is no excuse to shop around is there?

(e) Ineffective hypnotherapy system

Once you rule out the skill of the hypnotherapist, the only thing left is the effectiveness of the hypnotherapy system. In order for you to succeed, you must have a 'peak experience' during the therapy. The language of the unconscious mind is emotion and not simply logic. We feel that hypnotherapists who cannot invoke emotion have abysmal success rates.

Any hypnotherapy system must also cover all the situations you are likely to experience as a smoker and 'break-them-up' under hypnosis. This cannot always be achieved with a short induction or by group hypnosis. You may quit smoking, but the cravings may come back in certain situations that still have associations with smoking.

Deb (pictured left), a nurse who had exhausted just about everything before she came to see us. She had tried Patches, Gum, Zyban, Hypnotherapy (several times) and Bioresonance. She said that she and her two friends went to a Bioresonance clinic in England but they all started smoking two hours later. Also, the £800 prescription drug Zyban almost killed her! She quit smoking with us in the very first session.
Our hypnotherapy system was commissioned at a cost of £5,500. This system combines advanced hypnosis with NLP and is recognised as one of the best in the industry. All the therapists using this method are charging anything from £250 to £500 just for the hypnosis alone. However, our unique system combines this powerful hypnotherapy system with the laser and the bioresonance, making it even more effective – it is virtually impossible to fail with this system. We also stand by our clients until they have succeeded - without any further charge - and we also look after our clients for five years once they have quit smoking. Could we possibly do any more?

(f) Inability of the client to relax

Some people have been ‘beating-themselves-up’ chemically - or emotionally - for so long that they have lost the ability to relax. Some people also suffer from terrible sleeping problems. Without adequate preparation these people will fail. We have developed some incredibly powerful techniques to get the client to relax. If the client does what s/he is told to do, then they will be able to relax deeply during the session. The depth of relaxation is further enhanced using several proprietary deepening systems we have developed. This is why we enjoy a runaway success with our addictions programme.

Nisha (pictured left) came to see us back in Aug 2007. When she came in for her consultation, we discovered that she had a troubled past. It was quite clear that if we could not help her with her unresolved negative emotions then she will not be able to stay in remission for very long after quitting. During the first session, she just could not relax, so the hypnotherapy failed. The laser and the bioresonance helped her cut-down the number of cigarettes she was smoking. In the next session, we removed all the pain from her troubled past. In the third session, we repeated the session for smoking and she quit as ‘easy-as-pie’. We can always turn things around - given half-a-chance - provided the client stays committed, even if things appear to be going badly wrong initially.

At one time if we had a client who could not relax then we would end up with a failure. However, with our Low Power Laser (LLP) and our Bioresonance Systems this is no longer the case. It’s quite easy to get someone to quit smoking with these systems even if hypnotherapy does not work. Look under the title Laser and Bioresonance to see cases where people who just could not relax still managed to quit smoking with our help.

(g) Not following post-treatment guidelines

You usually get a pretty good idea of how much effort someone is going to put into the programme if they have not prepared for the treatment in the first place. Some people also treat the post-treatment guidelines in the same lacklustre way. It is extremely important to read the post treatment requirements as soon as you get home. So, if something goes wrong (i.e. cravings returning, etc.), then you know exactly what to expect and what you are suppose to do.

For the bioresonance/laser, assisting the detoxification process is very important. If you have been told to avoid certain foods and drinks for two days, then you should do exactly that.

Julia (pictured left) came to see us to quit smoking in June 2008. She had a lot of medical problems and was finding it impossible to sleep. Julia was also ‘paranoid’ about putting on weight. She had been very slim due to an overactive thyroid - which was now under-active. During the session, she found it impossible to relax so the hypnotherapy session failed. However, the cravings for the cigarettes disappeared with the laser and the bioresonance systems. About four days later, we got a call from her saying that she started struggling and lit-up. Julia was invited to come back - after better preparation - a week later. She turned up without adequate preparation, so we ended up using the laser and the bioresonance again to get her to quit smoking. Sure enough, we got a call from her four days later saying she had failed. This pattern was repeated a third time. Not once did she follow the post-hypnosis suggestions nor call us before lighting-up.

Julie has now undergone further treatment with our new bioresonance system a few weeks ago and has not touched a cigarette since. We will see her again after three months to monitor her progress. We will try and deal with the weight and the insomnia issues with information medicine (bioresonance/laser) alone - although these issues are outside the scope of the smoking-cessation programme.

Following the post-treatment guidelines can avoid silly slip-ups which can lead to unnecessary wastage of time and effort both for the client and the therapist. If you had surgery, would you ignore the post-treatment advice? Overcoming an addiction is one of the most important things you will do for yourself. So why compromise the chances of success by skipping the important post-treatment advice? Why make life any more difficult then it is already? Follow our simple guidelines and get ready for a happier, healthier future!
So what exactly is hypnosis?

The word ‘hypnosis’ means sleep. However, hypnosis is anything but sleep. Hypnosis is just a mixture of relaxation and suggestibility. When you are deeply relaxed, the level of suggestibility can be amplified by many thousands of times.

The level of relaxation we are trying to reach is the same level you achieve naturally when you are just about to nod-off to sleep. At that time, you become ultra-sensitive, where the slightest noise tends to disturb you. This is the state we are trying to achieve in a therapeutic setting. In this state, you are totally aware of everything that is going around you; you are aware of your thoughts and feelings; and, you are able to think, which surprises a lot of people. One of those thoughts maybe, ‘I am not sure if I am hypnotised or just simply relaxed’, and that’s okay. Just go along with the suggestions and expect them to work and want them to work; don’t analyse them or criticize them and, if you have any questions during the session, we can always talk about them consciously and logically after the session.

During the session, you can move about, scratch your nose, talk to the hypnotherapist or terminate the session at any time – you are totally in control. Most important of all, you can never be made to do anything against your will. (If you are concerned, you can always ask for the session to be recorded for your own piece of mind). Also, you can never get stuck in hypnosis. This notion is utter nonsense. If this was the case, you could get stuck trying to get up in the morning as you were merging out of a natural state of hypnosis.

The fact is that you tend to go in and out of hypnosis, naturally, several times a day, such as when driving your car on a familiar journey and - before you know it - you are at your destination and you think to yourself ‘how the hell did I get here?’ Well, whilst your conscious mind was thinking lofty thoughts, your unconscious mind drove you home safely – you drove all the way in a state of hypnosis.

One lady recently said: “If it involves hypnosis, then I don’t want to know about it - I don’t want anyone planting things in my head.” This – we feel - is utter garbage. Some people have the most idiotic notions about hypnosis. Advertisers are ‘programming’ us all the time without us even realising it, but when it comes to something useful we can do for ourselves, we make silly excuses to stay stuck in a disempowering addiction that may be ruining our life. To get on with our lives, we need to put our limiting beliefs behind us. Limiting beliefs are like veils of prejudices blocking our minds. So, anything that is not congruent with our beliefs is simply rejected.

Some people hold limited – and controversial – beliefs, such as “coloured folks are thick”. People around them may show many examples that this is nothing but utter rubbish. Those blinkered people, however, will fight tooth-and-nail to prove that their bigoted beliefs are right. Another, less extreme example is when certain people have one bad result in mathematics; they tell themselves that they are ‘thick’ in this field. Now, our mind will always come up with examples that prove that indeed we are dumb in mathematics. Some people never realise their full potential because they believe that they can never be that successful. So, with all the opportunities in this world, they simply choose to stay stuck. I don’t think this is where you or I want to be right now.

In my opinion, ‘hypnosis’ is God’s gift to mankind. Hypnosis allows us to make rapid changes and accelerate the healing process - both mental and physical. Hypnosis is putting our life-force to work for our own benefit.
So how does hypnosis work?

Imagine your mind can be divided into two parts - the ‘conscious’ part and the ‘unconscious’ part. The unconscious part is the bigger part of you. It’s about 20 billion times larger than the part reading this document (the part of the iceberg you don’t see).

The part is where you have your habits and feelings, and because they are outside your conscious awareness, there’s not much you can do about it. If you could, then you wouldn’t be soliciting outside help and there would be no suicides in the world, would there?

Your unconscious mind is not trying to kill you or make you look stupid. It’s trying to protect you. It doesn’t know any better. So, if you try to stop smoking by yourself, your unconscious mind will make your life ‘hell’. You will suffer all the cravings and withdrawal symptoms, and eventually, you will ‘crack-up’ and start to smoke again. So, it’s a bit like fighting with yourself, isn’t it?

Now, under a relaxed state known as hypnosis, the therapist can access the unconscious part of the mind. When that part of the mind realises that your current habit is no longer protecting you but opening you up to physical harm, it will change in an instant like a light switch. Why? Because it has no choice in the matter, as it’s not doing its job properly. The cravings for the cigarettes will disappear into thin air and your resolve to succeed will go through the roof. Why? Because there is nothing to fight any more; your unconscious mind does not want you to smoke either.

The effect of the hypnotherapy will be to increase your resolution to succeed in a particular area of your life. So, if you needed 100% willpower to quit smoking on your own, then - after the hypnotherapy - you may need only 20%, 10%, 5%, or absolutely nothing, depending on the effectiveness of the session.

If you stop smoking with any other method - apart from hypnotherapy - then your unconscious mind was trying to protect you, and you have just taken away its ‘toy’. Now, it will substitute another habit of its choice which it feels will give you the same benefit as smoking. Because of the ‘hand-to-mouth’ movement, 9-times-out-of-10 it will pick food – so you start eating as if there’s no tomorrow. This is why with any other method - apart from good hypnotherapy - you are most likely to put on weight.

“I have neither had nor wanted a cigarette since I came to see you!! AND I DO NOT FEEL DEPRIVED...YIPPEE. I had tried many methods to try to stop before, including acupuncture...twice, herbs, homeopathy, Allen Carr and hypnosis, but with no success. Just that nigging feeling something is missing which does not go away and steadily gets worse!! I had also tried nicotine patches, but as with most other methods, you stop using them, and the craving starts again, as the mental addiction/brainwashing has not been dealt with. Also, with past attempts to give up, I had put on quite a lot of weight (just from eating, to try and stop that resting feeling). With your hypnosis, I have actually LOST weight. A huge thank-you from the bottom of my heart for helping me to kick this smelly, unhealthy and expensive habit once and for all.”

Anita, Kings Heath, Birmingham.

Hypnotherapy cuts off the root of the problem from its source. This is why people say that the ‘devil’ has finally left their mind. The ‘niggling’ feeling - that something is missing - has finally gone.

Hypnotherapy is the ‘lazy-mans’ way of quitting smoking. The ‘fight’ goes out, leaving you to get on with your life without being ‘possessed’ by the thought of a cigarette. Hypnotherapy gives you true freedom from your addictions: freedom from habits, freedom from physical cravings and - most important of all - freedom from years of psychological conditioning.

I normally give the analogy of having your tooth extracted. You can do this with or without anaesthesia. The result is the same, but one is far more painful than the other. So, you have a choice: you can choose the more difficult way of quitting smoking, with dangerous and mind-altering drugs; or, you can choose the easy way, with hypnotherapy. At the end of the day, the choice is entirely yours!
‘Life Principles’ Philosophy

‘Life Principles’ has combined all the best systems and techniques under one roof, so you can enjoy the experience of overcoming your challenges easily without, any physical or emotional distress. The hypnotherapy takes care of the mental conditioning, and the laser and the bioresonance systems take care of the physical cravings. You simply sit in a nice comfortable chair and relax. Overcoming your addictions doesn’t get any easier!

At ‘Life Principles’, we don’t believe in doing things by halves. We always go the extra mile to ensure that no one who has put their trust in our programme fails. We also look after our clients for five years so whether you start smoking after 5-weeks 5-years we get you back in free of charge. Could we possibly do more?

Here is the story of John (pictured below) who thought he would never be able to quit smoking. He works in his 24-hour café and was renowned for chain-smoking all the time. His cancer almost killed him, but it could not force him to quit smoking the dreaded ‘weed’. He enrolled on the NHS stop-smoking programme using the patches numerous times; he was put on Zymban three times; he went to five different hypnotherapists over the past five years; and, finally, he was put on Champix for two months. Absolutely nothing worked – that is, until he came to see us. He quit smoking after the very first session.

The Karatzas’ overcome their smoking habit, binge drinking, panic attacks and addiction to chocolate

John is not very good in English. His wife Georgina - who is a medical trainer in Greece - wrote the testimonial for him. The point they wanted to make was that John was very sceptical when he came to see us and was quite prepared to waste his money - once again - without receiving any redeeming value from the programme. He was over-the-moon when he quit smoking - with the utmost ease - with our help. Here is his testimonial:

“I was a chain-smoker, averaging around 80-100 cigarettes-a-day. Though the desire to stop smoking was there, sadly the willpower was lacking. Even when I developed metastatic throat cancer, this did not deter me from continuing the habit of a lifetime. I spent years searching for someone - or something - which would stop me from smoking, without suffering withdrawal symptoms. Patches, gum, Zymban, Champix, hypnotherapy, all failed.”

“Despite my cynicism, I stopped smoking with Shokat after just two sessions. That was 9 months ago. I haven’t touched a cigarette since, nor have I craved for one. I still can’t believe how easy it was.”

“Since then, my daughter Angela (pictured, middle left) has quit smoking, binge-drinking and surmounted her panic attacks. And, my wife – Georgina (pictured, bottom left)) - has finally managed to overcome her addiction to chocolate with your help.”

The full video interview can be seen on our website at:

Distance is no object in seeking help.

Here is someone who travelled all the way from the Middle East and put her trust in us; as you can see in her own words, she did not go back-home empty handed:

“Having been a fairly heavy smoker for nearly 30 years, I had previously tried EVERY other method of quitting with varying degrees of short-term success, including hypnotherapy.”

“July 14 marked my 3rd month without a cigarette. This has, by far, been the easiest and most effective ‘quit’.

“I have had my moments and some days were harder than others, at least at the beginning, but the main - it has been a breeze.”

“I am a few pounds fatter, but a lot fitter. I smell better, I look better and I am sleeping more soundly. And, my family is a lot happier.”

“A notable side-effect has been a distinct lack of interest in drinking. Although I wouldn’t consider myself to have been a heavy drinker, I used to really enjoy a drink and a cigarette..now I’m as happy with a water or diet-coke.”

Here are some recent clients who share their experience of quitting smoking and overcoming their alcohol addiction, easily, naturally and without the use of dangerous drugs like Zymban, Champix or NRT. What’s more they also came to terms with their troubled pasts and took control of their lives without their ‘crutches’ (addictions).
Shown below are some of the families who have overcome their addictions with our help.

Heather and her family from Oxford.

Sometimes, we have helped every member of a family to quit smoking, lose weight or overcome other addictions. There are so many cases, but here is just one such family who overcame their problems recently:

Heather (pictured top left) was being persuaded to go to a bioresonance clinic by her niece (who had quit smoking with them), but she refused. She said: “Tell me why I should take a chance with just one method, when I can have the benefit of three at the same price?”

She travelled all the way from Oxford - in 2007 - to see us with her friend Zandra (pictured left), who wanted to lose weight. Heather quit smoking with us in the very first session, whilst her friend Zandra lost just under 4-stone in weight by the end of the year. Since then, every member of her family has quit smoking cigarettes with our help. (A slim Zandra can be seen on the left a year later.)

The sixth member of her group was Nicola (pictured bottom left) quit smoking with us in 2008. Two people out of this group also packed-up smoking cannabis with our help. No one who quit smoking with us has put on any weight. The only person who has put on weight is the one person who quit smoking at the bioresonance clinic.

This is what Heather had to say in her video interview a year later:

“I (Heather) first came to see Shokat a year ago now to give up smoking and at that time I was smoking 20 cigarettes-a-day and I had been smoking 20 cigarettes-a-day for about 30 years.”

“I only ever managed to give up for a short time on my own and I had - during that time - eaten morning, noon and night, so I was quite scared of given up smoking because of the idea that I would put on so much weight. So I really asked Shokat to take care of that and I came here full of hope to give up smoking with my friend (Zandra) who was basically wanting to lose weight and - from the day I left here - I had the urge to have a cigarette, but it was empty ...and it was very easy to say no... and - after three days - that disappeared...and - after a week - I didn’t have a cough and I never had a cough since.”

“I feel much better. I did put on a few pounds for a little while and I lost them again and my life is just immeasurably better as a result and I’m very grateful for it –thank you.”

“After I came, I (felt) kind of inspired because I was a fairly entrenched smoker and they (my family) did not think I would give up...I inspired the next member of my family and the next member of my family until now, I think (silently counting)...six members of my family and friends have given up here and I actually I bought the last of my friends (Nicola) here today - that smokes - and I think I will be completely surrounded by non-smokers after today.”

Shokat: “Good. Alright, how did your friend (Zandra) - who came with you a year ago - how did she do with the weight-loss? Oh, she lost over three stone and she is like a different person, it’s bought out a real confidence in her.”

(Pictured from top to bottom: Ronald, Pills, Ray and Nicola)

The full video interview can be seen on our website at: http://www.lifeprinciples.com/testimonialDetails.php?cur_id=6&txtSearch=&tm_id=228&tm_cat_id=1&tm_cat_name=StopSmoking#

Patrick and his family from the UK and Ireland.

In July 2005, Jillian Bereza quit smoking with us. She was so impressed that she told her friend - Pet Kemp - who subsequently enrolled on our two session weight-loss programme. Pet took total control over her food, alcohol, cheese and fear. Pet has lost a considerable amount of weight since she came to see us.

Later on in the year, Pet's brothers - John Byrne and Paul Byrne - both quit smoking with us. In January 2006, Patrick Byrne also joined the family as a happy, healthy non-smoker. In 2008 John brought his wife Nadia from Ireland who also quit smoking in one session.
Patrick's video transcript:

“My name is Paddy Byrne and I am a manager in British Airways, and I am from Wolverhampton. My wife is currently pregnant, so it made no sense to smoke anywhere near her or the unborn baby. I think the bottom line is that it’s just a stupid thing to do, and if you don’t do it and you can look at people who do and go, ‘It just doesn’t make sense.’ Pat’s my ‘big’ sister; I say not so ‘big’ sister now. Pat came for two sessions only last year. No, I don’t know how much weight my sister has lost, she just looks good how she is now. Both of my brothers used to smoke. John gave up in November and - three months on - he is a non-smoker. And my elder brother came towards the end of December and - one month on - again, he has not touched a cigarette. One of my brothers Paul, he is an electrician, so he spends quite a bit of time on work sites and - at tea breaks - all the guys around him light up...and he has never once been tempted to have a cigarette.”

Left-to-right: Paul Byrne (quit smoking); Pat Kemp (lost two stone in weight, gave up drinking alcohol and overcame her fear of funfair rides); Jillian Bereza (quit smoking); John Byrne (quit smoking) and John’s wife Nadia Byrne (quit smoking).

Paul and his family from the West Midlands.

Six friends quit smoking, drinking and lost weight with us. Paul Sanders was one of this group. He quit smoking with us in November 2005. A few weeks later, his friend Mandy Pickering quit smoking. Later, Lyn Leward - Mandy’s friend - quit smoking and drinking alcohol with us. Finally - in Jan 2006 - Claire Sanders (sister-in-law), also quit smoking with our help. Colin Greg and Tim Holtby are the latest people to quit smoking from this group.

Paul started smoking when he was 16. He quit for a little while but put on a lot of weight. He started again due to work stress. He had tried patches, puffer, Alan Carr. All failed. Well, he did not fail this time with our help.

Since coming to see us for a combined smoking and weight-loss programme, Paul has also lost 3.5st in weight.

Paul’s video transcript:

“Hi, I am Paul Saunders and I live in Lichfield, Staffordshire. I’ve tried to give up smoking many times with the patches, with the plastic cigarettes, without anything and with Allan Carr. Previously, I have failed with all (the) ways in which I have tried to give up smoking and also previously I (have) put weight on. Last time I (tried to) give up, I put a stone-and-half on when I was using patches. Since my first session with Life Principles a week ago, I haven’t had a cigarette. I have no substitute for the nicotine which I feel is easier, because I am not having any nicotine. I am not teasing my system with any(-thing) at all. And I haven’t pick(-ed) up food either. So, I wouldn’t say it’s been easy, I just say it’s been different. And I look to continue that carrying into my second session in a minute. I haven’t had the cravings that I had before..as I say, it’s not been easy, It’s been different. You have to deal with the situations and remember and think back in your subconscious as to what’s really there to help you deal with it. Has it been worth it? Yes, already I am seeing benefit of money in my pocket and my clothes aren’t smelling when I go home and see my children and hopefully that will lead to a longer, better and happier life for me. And I feel I have got more energy when I get up in the morning; and I said that to my wife that, by giving up smoking, I do feel - a week-in now - that I have more energy.”

Paul went on to send several members of his family and friends (pictured below) to us, but also many people who know him in the community have also come to seek our help after seeing Paul’s article in the Journal magazine.

(From left-to-right: Mandy Pickering, friend (stopped smoking); Clare Sanders, sister-in-law (quit smoking); Lyn Leward, Mandy’s friend (quit smoking and drinking alcohol); Tim Holtby (stopped smoking); Colin Greg (quit smoking).

Paul Sanders had a crisis - in 2007 - and reverted back to smoking, but quit again with a free back-up session. Three years on, and they are still happy, healthy non-smokers.
Steven and Jane [Wolverhampton] – Nicotine Addiction

Steve suffered a heart attack four years ago. That was a wake-up call for him and his wife to pack up smoking but could not quit with any of the methods used by the NHS. They had exhausted everything including, patches, gum, lozenges and finally Zyban and absolutely nothing worked. They both came to see us on Monday 08 Sept 2008 in utter desperation, and to their surprise, they both quit smoking on the very same day. When they came back a week later for their free check-up, this is what they had to say:

Steve: “My name is Stephen from Wolverhampton. I came to see Shokat after reading about him on the internet. I first read about him 12-months ago but I thought it might be a bit expensive - but to be honest, for what he has charged us, it’s the best money I have ever spent.”

“I (have) tried all sorts before – patches – Zyban – nicotine replacement – you know – inhalers – chewing gum – willpower – and nothing seems to work. I was a bit sceptical when I came here last Monday as to whether this will work – but I have to say, it’s worked a treat.”

“He just told me now that I am officially a non-smoker (with the aid of a carbon monoxide monitor) and it’s like…that was my revelation…that (is) what I have been waiting for. I am a non-smoker and I don’t intend to go back to smoking again. Also, I found it a lost easier then I had thought. Thank you Shokat.”

The ‘perfect patch’

Jane: “I am Jane. I am Steve’s wife. I am also from Wolverhampton and thanks to Shokat, I am also a non-smoker. It’s been a week now and I really had no trouble at all.”

“I have tried so many different ways. I have gone cold-turkey before; I have tried patches, chewing gum, lozenges (oh that was horrible). This is a much nicer way to give up smoking.”

“When Steve had his heart attack…four years ago, this Thursday…it was absolutely awful. That should have stopped us both smoking but it didn’t? With the shock and everything - but you come up with excuses such as – nicotine helps you relax which it doesn’t – it’s your friend which it’s not. That’s the way you think but it’s the wrong way to think about it. Once you get free of the cigarettes you think oh I understand now.”

Steve: “I will say that after the actual, I suppose, you could call it the ‘mental physio’, the nurse, after I had my heart attack told me that I will never give up. I thought thanks for beings so encouraging. You will never give up because you have an addictive personality. So I just wanted to take this opportunity to say: ‘thank you very much nurse. I hope you are still encouraging other heart attack patients the way you encouraged me!’”

Desmond [Birmingham] – Nicotine and Cannabis Addiction

Here is someone who came to us on 2nd Sept to quit smoking. When he left the clinic he said ‘nothing has happened – I don’t feel any different’. That’s because there is no change of feelings with hypnotherapy or information medicine (Laser/Bioresonance) there is simply a change of behaviour.

Desmond was connected to a bioresonance system while undergoing hypnosis. The hypnosis took care of the mental conditioning and the bioresonance took care of the physical cravings. After the session, although Desmond didn’t feel any different, he did not have the urge to smoke either and his resolve to stay-stopped was vastly boosted by the hypnotherapy. This is what he had to say in his video interview two weeks later:

“My name is Desmond and I was a compulsive smoker for 25-years. I looked up on the internet for the first time and decided to come (here). I rang up on the Friday, was seen on the Tuesday. I was a non-smoker the day I left, and have been a non-smoker ever since. Since I was such an entrenched smoker, my friends did not think I could do it straight away. But once I left here I found the compulsion to smoke had gone completely. Before I came here I was smoking cigarettes every ten minutes. I was smoking about 15-20 a day, and I was also smoking weed. I don’t have cravings for any of it (cigarettes or spiffs) any more. The best three hindered quit I have spent ever!”

“I have never tried any other method of quitting smoking, not even cold-turkey. Because I have seen my friends on the patches and when they wanted a cigarette they just took the patch off and I didn’t want that. I did not want something where I would revert back to smoking straight away. I wanted something that was tried and tested. I looked up on the internet and it said that there was a guarantee that I would quit smoking and that really did it.”
“The way I look at it is that if you are going to spend your money, then you may as well spend it wisely, and get the job done right the first time rather than just ‘faff’ around. Was it worth it?…the best ever!…the best three hundred pounds I have spent in my life.”

Ann [Staffordshire] – Alcohol Addiction

Ann (shown below) came to see us on Tuesday 1st July 2008, for her first session for alcohol addiction. She was amazed that she lost all desire for the ‘bottle’ and has never touched alcohol since.

The interview below was taken when she came in a week later for the ‘Luggage of Life’ programme. The pictures (distorted on request) are before the treatment and one week after the treatment. Can you notice the painful look in the first photo?

“I am Ann. I come from Staffordshire. I am 70 years old. I was an alcoholic. Going through the divorce, I started to drink and drink, until I got through one-and-half-bottles of spirits a-day and I was out of my mind. So, I tried to get help; I had acupuncture – it worked for six weeks. Then, I tried to stop drinking by making myself busy, doing something, but as soon as I stopped that, I had to have a bottle; once I had my bottle, that’s it, I would drink the lot; then I would just pass-out and just go to bed and stay there ’til the morning - my life had gone. I can’t understand why I was so bad an alcoholic. My eyes went yellow, my liver had a pain, my liver count was way over the limit and I (knew) then that I got to do something about it. So I came here, and it’s the best thing that has ever happened to me in my life.”

“The first time I came (here), (following the session) that day, I did not want to drink – I never thought about (the) drink since and it’s been absolutely lovely. I am starting to smell the flowers, go for a walk, which I haven’t done for years. I am a new woman and I feel younger. The whites of my eyes are coming back and my skin is getting better, even my hair. I feel absolutely great. I can’t understand why people don’t know about this (hypnotherapy/hypnosis) like ‘Gazza’ and ‘Georgie Best’. I think this would have done them a power of good; believe me, because I am 70 and they are a lot younger. It could have helped.”

(While stroking her legs) “This is about my skin. This was all ‘scurvy’ flaking old skin, very dry and on my arms, and now, since I had this treatment, my skin is absolutely beautiful..moist; it’s only been one week. Shokat, can you imagine what it would have been like after a year? I should feel like a queen in a year. Well, every penny I spent on drink (I’d) rather bring it here because it’s done me a power of good, it really has; and that’s only one session, wait for all the others – oh I can’t wait.”

The full video interview is on our website at: http://www.lifeprinciples.com/testimonialDetails.php?cur_id=1&txtSearch=&tm_id=235&tm_cat_id=4&tm_cat_name=Wellnes

Mark [Northamptonshire] – Alcohol Addiction

Mark (shown left having his last cigarette with his partner Michelle) came to see us on Tuesday 22 January 2008, for his first session for alcohol addiction. Mark had tried every method imaginable, for the last 25 years, to overcome his drinking habit and nothing ever worked. What no-one could do in 25 years, we managed to do in the very first session! Mark quit drinking instantly and has lost all desire for alcohol – he has been a tee-toteller since his first session.

The interview below was taken when Mark came with his partner Michelle on 27th September 2008 to quit smoking. They are both going to come back in three months time to share their experience of quitting smoking, but for now, Mark was happy to share his experience of quitting drinking with our help. The words were transcribed from a Video Transcript.

“Hi my name is Mark. I am 39 years old. I recently (have) been to see Shokat in January, 7-months ago. Before that I suffered, about 25 years of pretty chronic alcohol abuse since I was 13. I went through all the therapies you can think of - couple of months rehabilitation in institutions – various drugs – various clinics to no avail.”

“My life came to a point seven months ago – at Christmas – where it was a make or break time for me mentally, physically…personally. As I say, I came to see Shokat and after the first session I have been a non-drinker since…which I am completely amazed with. There is no battle at the moment, there is no urge, there is no craving – I am totally amazed. This is me…after 25 years of constant alcohol abuse which turned my life upside-down basically. I have since started my own business…I have a new life. I highly recommend this form of treatment.”

Shokat: “At £700, do you think it was expensive?”

Mark: “Not at all. My life has been crippled since the age of 13 (by alcohol abuse). To have a normal life once again - I would pay double at least.”

It’s been over three months since Mark and Michelle quit smoking with us and they are still happy healthy non-smokers. Also, Mark has not touched a drink or even wants one. We will see them for their next check-up after 9-months. For now, they can continue to enjoy their Christmas free from their nasty addictions.
My name is Shokat Ali and I am the proprietor of Life Principles. I earned a HND in Electronic Engineering, from Leicester Polytechnic, back in 1977. Later on, I enrolled with the OU and gained my BA (upper second-class Honours) in 1993, and my Post-Graduate Diploma in 1998.

The first 10 years of my working life was spent as a freelance Electronics Engineer. I became a Chartered Engineer with the British Computer Society and - for the next 10 years - I worked on many prestigious projects as a freelance Software Consultant. By 2002, I had acquired a variety of new skills and decided to abandon my career in Engineering in pursuit of Holistic Health.

In 2006, I was invited - by digital TV channel 'RajTV’ - to make eight one-hour long TV programmes on health and wellness. In 2006, we purchased the Omega XP Low Power Laser (LLP) system and the CYM MK6 Pro bioresonance system. In 2007, we purchased the e-Lybra 8 bioresonance system and - in 2008 - we acquired the Bicom 2000 bioresonance system. More recently, we introduced a ‘Guaranteed Success’ scheme for all our programmes (even for heroin that is smoked), and extended the free back-up support to 5-years.

Our humble beginnings go back to 1991, when I was working as a Software Consultant at BT Research Labs, in Ipswich. I had been suffering from a medical condition for the past five years, and nothing offered by the NHS could help me. At the age of 37, I ‘rattled’ with pills. Then, I learnt the ‘blinding truth’ about nutrition and within four months of following an ‘all-raw’ food regime, I had my life back. For the first time in years, I felt alive and well, and I never took any pills again.

This insight into wellness caused me to question the mainstream health industrys’ reliance on drugs. It seemed like that the whole of the health profession had gone astray, giving us the impression that all of our problems could ‘come out of a bottle’.

This insight made me question everything about our drug-based culture. When I started digging deeper, I found out that the mother (named Edith) of Brian Hubbard (the editor of WDDTU magazine), survived her end-stage breast cancer with intravenous vitamin-C therapy, when the mainstream medical profession had given-up on her. I found many other well-documented cases where cancer patients - who have been given large intravenous doses - have seen their life-threatening tumours shrink. Linus Pauling (pictured left) - the only person to have won two unshared Nobel Prizes, discovered that vitamin-C was toxic to cancer cells. So why has it taken so long, 30 years in fact, to prove Pauling’s theory? Because every study used vitamin C tablets, but it’s only effective when given intravenously.

Finally - after 35 years - these findings have triggered more research that will test the therapy using intravenous use of vitamin-C, including a major study at McGill University, Montréal, Quebec, Canada.

“A 49-year-old man who had been diagnosed with terminal bladder cancer in 1996 is still alive and well, thanks to regular infusions of vitamin C. He had declined the standard chemotherapy and radiotherapy treatments. In a similar case, a 66-year-old woman with an aggressive lymphoma who had a “dismal prognosis” in 1995 is also alive and well thanks to the vitamin C therapy. And, in the third case, a 51-year-old woman with kidney cancer that spread to her lungs in 1995 had a normal chest x-ray two years later.”

Canadian Association Medical Journal, 2006; 174: 937-42

Another major study from the prestigious National Institutes of Health in the USA last week revealed that it reduces the growth and weight of cancer tumours by between 41 and 53 per cent. WDDTY, Sept 2008.

I also found that dichloroacetate (DCA) therapy, intravenous vitamin-C therapy, vitamin B17 therapy, sodium bicarbonate therapy, modified virus therapy, radio waves therapy alongside cognitive-plus-cortisone/urea, micro-current, ayurvedic, trauma-eradication and parasite-cleanse/toxic-cleanse therapies were proving extremely effective in treating both ‘soft’ and ‘hard’ cancers, but were not getting a look-in. Why? Because there was no money in it for the ‘greedy’ drug companies. http://www.cancermonthly.com/iNP/view.asp?ID=220

“In 2005, an Australian Doctor, Dr. John Holt received five months of coverage from Australian television supporting his work healing terminal cancer patients when the mainstream medical industry had turned away. Using a glucose (sugar) blocking agent to starve the cancer tumours, Dr. Holt then would use his special made UHF radio wave equipment to break down tumours. Even though loads of people had miraculously recovered from cancer on TV, the project failed to get funding from anyone, yes, even the mainstream charities.” Australia matters, June 26, 2007. http://www.holtclinic.com/

I found people like Janine Hardman, suffering from chronic, progressive MS, go into spontaneous remission using a simple food supplement called picnogenal (proanthocyanidins). I found people like Nellie Labrum and Ron Labrum - whose liver and lungs (respectively) were so damaged that nothing could have saved them - recover completely with picnogenal. I found that people who suffered from ‘manic’ or ‘bi-polar’ depression go into spontaneous remission with a simple mental intervention followed by broad-spectrum vitamin/mineral formula. I found that doctors who had totally turned mainstream medical thinking on its head - saving countless
lives in the process - end up in prison because they dared to challenge the use of surgery, chemotherapy and radiation. I found a hospital in the USA that saved the lives of many people dying from ‘Aids’ - by using hypothermia - lose its licence. (All of these examples - and more - are on our website - http://www.lifeprinciples.com/wellnessWelcome.html - with third party references and links to root sources.)

"Those with a cancer diagnosis continue to be encouraged to do the very things that will sicken, maim and eventually kill them. All the while, naturally-derived compounds and extremely effective treatments exist."

‘Develop a natural cancer treatment ... go to jail’; Mary Starrett, newswithviews.com, August 7, 2003

I also found many people overcoming their nut allergies and potentially life-threatening food allergies - with the utmost ease - with the aid of ‘information medicine’ (bioresonance, laser, etc.). These allergies can send a person into an anaphylactic shock if not treated quickly. Doctors will go ‘up-in-arms’ if you were to suggest that these conditions can be treated with these non-drug methods, let alone be cured altogether. Yet thousands of people around the word are overcoming their life-threatening allergies every single day by the use of information medicine.

I found people suffering from severe asthma or hay fever throw away their pills after a few sessions on the bioresonance machines. I found chickens becoming resistant to red mite - in many farms in the UK - using bioresonance. I found fish become immune to liver disease - in Ireland - using nothing but a simple bioresonance transmitter. I found whole forests in Sweden being saved from nasty tree diseases with this amazing technology. Yet the mainstream medical profession casually turns a blind-eye to all of this self-evident truth.

“At a time when allergies are becoming increasingly significant throughout the world and billions are being spent on allergy research every year - the claim that allergies could be cured sounds extremely provocative. However, bioresonance therapy is in fact capable of not only treating but completely eliminating allergies. In May 2003, our hospital led the country introducing the BICOM 200 bioresonance device, and applied it for clinical treatment. We found that the total effectiveness rate is 89.9% and recovery rate was 74.7%.” Yang Jinzh; The Department of Allergy of Jinan Children’s Hospital, Nanjing City, Jiangsu, China. http://www.bicomresonance.com/research_clinical.html

The more I dug deeper, the more evidence I found of a system that was more interested in shareholder dividends and corporate profits – or preserving their jobs at any cost - than in human life. (The drug company Pfizer is expected to make one billion dollar profit - in 2008 - from the sales of champix.) The truth - that could potentially save patients’ lives - was being deliberately and maliciously suppressed from the public.

I found that the second most ruthless industry - after oil - was the drugs industry. In fact, the biggest money-spinner was treating cancer (£200 billion a year) with ineffective drugs, methods and procedures. People using natural methods were achieving 70-80% success rate with end-stage cancer, whereas the orthodox drug-based methods had not shifted beyond 5% over the last 70-80 years.

What was even more offensive was the fact that all the mainstream charities were more interested in money and power than the people they were supposed to serve. If you don’t believe me, then look at the charity Ash openly endorsing champix while criticising more natural methods/remedies. I could go on and give you other examples of mainstream charities - such as Aquarius and the AA - who are more interested in their own existence than in helping people. The AA has a clause built into their constitution that forbids them referring people to outside agencies no matter how excellent their success rates – exactly who are they trying to protect?

My dream of setting up a holistic health centre treating life-threatening illnesses - using holistic methods - went 'up-in-smoke'when all the main players, such as Government agencies, charities and even religious organisations turned their back on the idea. So, in 2002, I decided to give up my career in Electronic Engineering and Computer Science and set-up a hypnotherapy practice, in Birmingham. I thought that it maybe more difficult to prove the success of a holistic health system than to prove the success of hypnotherapy.

When someone has been drinking for 35 years, or someone who has been smoking crack for five years quit smoking instantly after just one session then the results are not only pretty amazing, but also literally ‘black-and-white’. When someone overcomes their IBS, ME, fybromyalgia, insomnia, migraines, this, again, is undeniable evidence that hypnotherapy works. Taking someone on the brink of despair with clinical depression and, in one or two sessions, give them their life back - without drugs - should be applauded. When Dr. Angelo Escudero, in Spain, has performed thousands of deep surgical procedures without chemical anaesthesia, then it doesn’t take a ‘rocket scientist’ to understand that harnessing the power of the mind actually works!

In the year 2008 (up to September), we have only had five clients who failed to quit smoking with us. We don’t’ hide behind clinical tries but collect a carbon monoxide test after 2-weeks (optional). 3-months, 12-months, 2-years and finally after 5-years. Compare this with the NHS stop-smoking clinics, where 50% of the people fail to quit smoking for two weeks and the remaining 93% fail within the year. You would have thought that with so much overwhelming evidence, that individuals in the medical profession would allow people like us to get a look-in, but you would be so wrong.
The medical profession prides itself on rigorous scientific evidence before it can endorse anything, but then continues to use unproven methods themselves:

“The British Medical Journal reported 85% medical & surgical procedures are scientifically unproven.”

**BMJ; October 1991**

So, it’s a case of ‘one rule for us and another rule for them’. Also, all clinical trials are not undertaken for truth but for victory. Look at the scandalous way statins, prozac, patches and, lately, champix were approved.

“There are lies, and there are damn lies and then there are statistics.”  **Winston Churchill**

The people who make decisions on our behalf say that the suicide rates related to champix - the anti-psychotic drug to help people stop smoking - is a worthwhile risk. I would commend that philosophy if there was no other choice, but that is not the case. Hypnotherapy, acupuncture, laser, bioresonance and the Allen Carr method are not only effective, but you can usually quit smoking after the very first session. Hypnotherapy is the ultimate tool for *every addiction* when undertaken methodically by a competent hypnotherapist.

Also, when you can train someone in a day to hypnotise someone and that person - within a short period of time - can achieve better than 50% success rate in getting people to quit smoking, then why endorse an expensive and dangerous product which, on paper, has a modest 22% success rate?; this approach – we feel – is not only a load of nonsense and downright stupid, but is also dangerous. Why does self-evident truth need to be proved? Do we need double blind studies to prove that there are four seasons in the year?

Have you ever wondered why so many intelligent people in the health profession continue to endorse such dangerous and ineffective products when every real-world study has found them to be totally useless? This quote, I think, is just as appropriate today as it was 70 years ago:

“It is difficult for a man to understand something when his salary depends upon his not understanding it.”  **Upton Sinclair**

When you look a bit deeper into the problem you find some amazing discrepancies in the way the health profession works. In the USA and the UK, we have positive discrimination towards the disadvantaged people in our society. If this sort of discrimination was not used, then the black community in America would find it a lot more difficult to get into higher education. You get the same kind of positive discrimination for the farmers in the EU. An enormous bureaucracy exists to protect the interests of farmers who now get paid for not growing crops. (This method is cheaper than storing mountains of butter, etc.) The only place where this falls down is when it comes to the alternative and complementary health sector.

Even though HRH The Prince of Wales makes passionate pleas about an ‘integrated health system’, there are a lot of people out there who are very afraid of this idea. There is a group of 12 people - led by Professor Baum - who are ‘hell-bent’ on derailing all attempts to alter the current system.

You would have thought that when someone wanted to stop smoking, you would give your alternative and complementary health therapist the benefit of the doubt before putting that person on zyban or champix, but this never happens. I know many doctors who have put people on zyban three times - but have never recommended non-drug methods, such as hypnotherapy, which is vastly superior, fast-working, safer, more enduring and inexpensive. We are now seeing a constant stream of people who have failed on the supposed ‘wonder drug’ champix.

“It is an open secret in the drug industry that most of its products are ineffective in most patients.”

**Gliaxo Chief: Our drugs do not work on most patients. The Independent, 2003**

The Government has now announced that it will put another billion pounds into the NHS, so everyone can have the drugs they need. As far as I am concerned, they can put the whole of this country’s wealth into the NHS and they will still not solve the problems with a health service that is totally ‘out-of-touch’ with reality. The only way you will make any kind of an in-road into the health service, is to replace the outdated ‘evidence-based’ system (designed for victory) with a ‘success-based’ system (self-evident truth). There should be accountability at every level. People should only be paid on the real-success of their products and services and not the perceived level. People should only be paid on the real-success of their products and services and not the perceived success suggested by meaningless clinical trials. If this system was put in place, I can assure you that all NHS stop-smoking clinics would cease to exist within a year and there would be queues a mile long outside credible and competent alternative and complementary health therapy clinics, like ours. We feel that a lot of self-serving, self-perpetuating and completely useless methods, systems, drugs and procedures would disappear overnight. This would save the NHS over 50% of its budget on drug bill alone; but - more importantly - over time, it will save countless lives.

Every year around 113,000 Americans are murdered, a similar number dies from AIDS - and more than 113,000 die as a direct result of a pharmaceutical drug. It's often been likened to a jumbo jet crashing every day of the year - roughly three times as many as are killed by automobiles. This makes prescription drugs the fourth leading killer in the U.S., after heart disease, cancer, and stroke. In fact, the Institute of Medicine thinks that a truer figure of deaths caused by drugs is closer to 225,000 each year. The report included only drugs that were given properly and under normal circumstances, excluding drugs that were administered in error or taken in attempted suicides. **Sally, A. et al. Journal of the American Medical Association. 2003;289:2651-2662.**
The institutionalised corruption that exists in the health industry is enough to make anyone puke. A system that is based on ‘lies’, ‘misinformation’ and ‘deceit’ is no good for anyone. Well if they think they can cheat humanity and get away with it, then they can think again!

**The alarming truth about medicine that's even got health insurers worried**

Did you know that from October 2008, health insurers in the USA will stop paying out on a range of common medical mistakes that happen every day? These mistakes – that happen in hospitals and to people taking a prescription drug – are costing insurance firms around $40 bn a year, and they’ve finally had enough. In human terms, these errors result in around 195,000 deaths a year in American hospitals alone, and harm a further 1.14 m people. *WDDTU, September 2008.*

There is no room in this world for uncontrolled greed. People in the city of London have been trading with our money and getting massive 20% bonuses. The UK government has known about this for a long time but had done nothing because the city provides us with a massive amount of invisible earnings. However, in September 2008 the bubble finally burst because of ‘toxic’ sub-prime mortgages from the USA. The greed in the city saw Lehman Brothers go bust turning the whole banking world into chaos. Several banks such as Morgan Stanley in the USA and Northern Rock in the UK were saved by government intervention. Greed finally resulted in a financial meltdown.

The same is true about the drug industry which is motivated by uncontrolled greed. So how long is the medical profession going to continue to protect the drug industry with bribes? Some doctors are now beginning to turn their backs with ‘no free lunches’ but some doctor’s think it’s their God given right. There is one cancer drug that has been so discredited it’s untrue, but continues to see its sales go up every year – how do they do this? – Simple, they share 25% of their profits with doctors around the world who prescribe their poison.

One doctor we know of in the UK says to the rep as soon as he comes in, ‘where are my freebees’. Some reps take out everyone in the surgery out for a free lunch – this has become an expected norm rather than an exception.

Some doctors are taken out for a free buffet lunch, but when they get there, they ask the rep to give them the equivalent in money instead – corruption is considered by some GP’s as accepted way of life. In fact, some surgeries are paid for, and run wholly by, the drug companies – don’t you think they want something in return? Some stop-smoking campaigns and literature is provided entirely by the drug companies. Do you think the drug companies can continue to cheat the public and get away with murder forever? I don’t think so.

Providence has a strange way of catching up with us. In the UK, this ‘sick’ system lead to about a dozen PCTs becoming technically bankrupt towards the end of 2008. In the USA the cost of medical insurance is beyond most peoples reach and in October 2008 they finally decided enough is enough and have excluded certain drugs and producers for the medical cover. Eventually this ‘pathetic’ system will simply price itself out of the market. You could turn a blind eye to all of this, if it was not for the tragic fact that their game of ‘greed’ is putting our lives at risk.

For the general public and medical doctors to fully grasp the effect of *Modern Medicine’s Deceit*, they have to judge the situation by what a drug is actually accomplishing, rather than what the drug company ads and pharmaceutically-compliant politicians insist. The health benefits of prescription drugs are illusory. *Shane Ellison M. Sc.; August 20, 2005; www.NewsWithViews.com*

At the end of the day, us health practitioners all have a common goal: to serve the public; without them, our existence is meaningless. There should not be an ‘us’ and ‘them’ attitude (mainstream versus alternative) within the health sector, but a willingness to work together for the benefit of our clients, rather than pursue policies that are not only wrong but - to us - are obviously wrong. Some doctors are already beginning to fight back by setting up a ‘no-free-lunch-club’, but their voices are still muted by people like Prof. Baum and his ‘chums’. The revolution will finally come when certain doctors will no longer be willing to act as pawns for the greedy drug companies or pursue Government policies in a ‘blinkered way’. For now, all we ask for is justice, a fair playing field for all of us; justice not only for us but, more importantly, justice for you, the patient - is that too much to ask?

"The doctor of the future will give no medicine, but will instruct his patient in the care of the human frame, in diet and in the cause and prevention of disease.”

*Thomas Edison; 1902*

Before we go further, this is a good time to analyse the success rate of the drug based methods to overcome addictions – although we talk about quitting smoking the discussion applies to every addiction. This critique will use the government’s own publications to illustrate how an enormous self-serving bureaucracy has been set-up to cheat the public out of millions of pounds.
In this chapter we represent an economic case for safe alternative non-drug based methods. This information is based on the Governments on publications and information obtained using the 'Freedom of information act'. As you will see very soon, there is absolutely no case for continuing with the drug based methods and an overwhelming case for the Alternative and Complimentarily non-drug based methods.

The NHS will accept a 15% one year success rate using The Russell Standard (Clinical) Criteria. According to this criterion, they will accept unscientific results from a telephone call or from a questionnaire (which are open to widespread abuse) as a basis for their measurements. So if we take out the people who would have quit smoking cold-turkey (3%), then the percentage of people left behind is 12%. That means the NHS spends (275 * 100)/12 = £3,300 per person who quits smoking for over 12-months. This kind of waste sometimes makes you wonder if our beloved NHS has really been hijacked by incompetent buffoons!

Perhaps now you can understand why the ‘lying toads’ in the NHS accept a two-weeks-out-of-four as a criteria for success or a 12-month, 15% quit rate as perfectly acceptable. If you enter the stop-smoking-programme six times, and stop smoking for just two-weeks-out-of-four each time, then you are counted as a resounding success six times – what a wonderful way of ‘cooking’ the books to make yourself look better then you are. All of this allows the NHS to pass on flawed information to the government on the success of its quit smoking programme so it can continue to ‘siphon’ public funds as if there was no tomorrow. The NHS has got so good at ‘cheating’ that it no longer has to think about it or feel guilty about it – morality and fair-play no longer play a part of its vocabulary. All of the governments around the world are achieving similar ‘daft’ results. Even with such abysmal success rates, some eminent people both in government and charities are putting forward a case for making patches freely available on demand – sometimes you wonder if they really are that ‘stupid’ or if they have shares in the pharmaceutical industry. For goodness sake - read your own publications and learn from them!

Now, let’s just compare these results with non-drug based methods like ours. Most small independent clinics will go bankrupt if they can’t achieve at least an 85% one year success rates – bad news travels faster than good news. Let’s just base the calculations around a conservative 80% success rate. So if the government was sending people to independent clinics like ours, then it would cost them - as a worse case (£300 * 100)/80 = £500 for every person who quits smoking for a year. Because we provide free back-up service for 5-years the cost works out at £500/5 = £100 for every person who stays quit over this period.

The cost-benefit ratio over five years is (£3,300 * 5 = £16,500) : £100 which is 165 times more cost effective than the NHS. These figures are based on smoking cigarettes. For alcohol, weight-loss and hard/soft drugs, people like us are thousands of times more cost effective than the NHS. Yet doctors prefer to let independent clinics like ours go bankrupt rather then support us in any way. There is no justice in this word for the ‘Alternative and Complimentary’ health practitioners is there?

You may be wondering why people in the medical profession ignore self-evident truth and hide behind meaningless clinical trials? Here is a story, which is half a century old, but is as applicable today as it was than:

In Vienna, a doctor named Ignaz Philipp Semmelweiss was stating that providing that doctors in maternity hospitals washed their hands, fewer new mothers died of infection. These doctors and the students were accustomed to working in the maternity wards immediately after dissecting corpses. Semmelweiss noted that babies delivered at home, instead of in hospital, almost never contracted the fatal fevers. Within a year of adopting the new regime, the death rate in the wards from these diseases fell to almost zero. Semmelweiss's colleagues were outraged. It seemed to prove them murderers.

Semmelweiss was hounded from his position. Old practices were resumed. The death rate rose to its previous level as doctors continued blissfully killing people for another decade. Semmelweiss died ten years later (1865), at age of 47, just too soon to see his methods vindicated by Louis Pasteur theory of germs around 1864.

The medical profession is extremely slow to embrace new ideas (they are still fighting over Vitamin-C). Telling them that non-drug based methods have any merit in dealing with addictions is like telling them that the moon is made out of cheese. They also hate admitting that they have, for years, got things very badly wrong. In fact history is littered with examples like these where new ideas that come alone are greeted with disbelief. Later, as the ideas become more established then you have a period of indifference. Finally, years later these ideas are accepted as self-evident truth and embraced without question. However, sometimes even when the medical profession digs its heels in, and refuses to budge, change is still forced through by overwhelming public demand.

In 1986, a country doctor in rural England, invented vaccination, after the Latin word for cowpox, vaccina. But it was the general public, not the medical establishment, which ensured that this medical revolution took place. As soon as Jenner's cure became known, people throughout Europe insisted on being similarly vaccinated. Doctors reluctantly went along with them. They had their revenge on Jenner, though. When proposed for election to the Royal College of Physicians in 1813, after saving countless lives through his discovery, he was refused admission on the grounds that he didn't know enough Hippocrates and Galen.
Recently a very expensive and highly controversial anti-cancer drug was approved by the EEC and later by the UK. Its acceptance was accelerated by one woman’s unrelenting fight to have it made available on the NHS.

A mother of three fighting for the NHS to supply a costly cancer drug, Herciptin that could save her life lost her case in the High Court yesterday. The judge ruled that Swindon (PCT) had acted legally in deciding she was not an exceptional case. Ann Marie Rogers (pictured left) launched an unremitting campaign which was later taken up by Health Secretary Patricia Hewitt. Ms Hewitt questioned a ruling by Stoke local health bosses not to fund the drug for a patient and after mounting pressure they reversed the decision. Finally the EEC caved-in and approved its use as an anti-cancer agent shortly followed by NICE in the UK.

If the public really wants more effective and safe stop-smoking programmes then no government in the world can refuse the treatment. Also, if the Alternative and Complimentary Therapist get over the ‘scarcity mentality’ and work together, then we can beat the drug companies at their own game. By working together we can provide the government undeniable evidence that we, the ‘Alternative and Complimentary Therapists’ can save the public ‘mountains of money’ in the long run in exchange for being given equality with the statutory provisions.

Now let’s come back to the lies used to justify an incredibly useless stop-smoking programme. The same foolish system is not just used here in the UK but all around the world that has gone totally daft in supporting drug-based methods of dealing with drugs. These ideas are just as stupid as given a person methadone to get them of heroin when you can get someone off heroin in two good solid hypnotherapy session combined with bioresonance; why make it easy when we can institutionalise drug addicts for life – at least doctors salaries are secured – so what if we destroy human lives and let the taxpayer pick up the bill which is over 1,000 times larger than if we had done it the easy way. The same daft idea’s apply to alcohol abuse – the government is quite happy to pay an alcoholic special disability allowance and let then drink their lives away when all it takes is one or two sessions of hypnotherapy to get them to quit drinking for good – no, that would be far to easy.

In the same way they treat people suffering from severe anxiety or full blown depression – let’s put these people on anti-depressants for life –which have been proven to increase the suicide rates –when all it takes is about three to four sessions of good hypnotherapy over the course of year to solve the problem for good. Daft idea’s have no end – now they are providing gastric bands free on the NHS costing £5,000 to £10,000 when all you need a few session of hypnotherapy costing about £300 to change the person’s relationship with food for good.

Health Doctor gets £500k for needle prick
A junior doctor has received almost half a million pounds in compensation after accidentally pricking herself with a needle. The doctor, a house officer in a London hospital, had not picked up any infection from the injury, but she developed a phobia about needles and is now unable to work. The woman pricked herself on a needle left on a drugs trolley at Charing Cross Hospital, west London, in December 1992. The woman sought legal help from the British Medical Association, and in September two health authorities involved -North Thames, and Ealing Hammersmith and Ealingagreed to pay her £465,000 damages plus legal costs.

It said the doctor had sought legal representation after reading in the News Review of a doctor who had sat on a needle and won damages -with the help of the BMA. The doctors’ association said: “This is a good result for the doctor, whose life and career have been desperately ruined by the incident.”

BBC News; October 10, 1998

The doctor (mentioned above) who sat on a needle had won twice this amount. However, in just 30 minutes, live on TV, prominent hypnotherapist Paul McKenna removed that phobia. Yet the medical profession or the NHS had learned nothing from this case. This just shows how ignorant people in the health profession are about alternative and complimentary treatments. They were happy to pay both of these doctors £1,500,000 pounds in compensation but were not willing to pay a good hypnotherapist about £300 to help them overcome their phobia with the utmost ease. Here are a few more examples of how ignorance and greed overrides common sense and human need.

The lies and deceit behind the ‘drug’ based stop-smoking methods
One of our clients said that his doctor told him that there was no clinical evidence that hypnosis works. The British Medical Association (BMA) approved the use of clinical hypnosis and hypnotherapy back in the 1950s and the American Medical Society approved it as a legitimate therapeutic agent in 1958. Yet you have an ‘ignorant’ doctor saying that hypnosis doesn’t work. That sums up the attitude of the medical profession towards the ‘Alternative and Complementary’ health professionals. Why don’t people who feel so smug and judgmental about other people take a closer look at the way they conduct their own business first? Here is a timely reminder:

The NHS measures the success rate of its smoking cessation programme using The Russell Standard (Clinical) Criteria shown below:

- A smoker is counted as a ‘self-reported 4-week quitter’ (SR4WQ) if s/he is a ‘treated smoker’, is assessed (face to face, by postal questionnaire or by telephone) 4 weeks after the designated quit date (minus 3 days or plus 14 days) and declares that s/he has not smoked even a single puff on a cigarette in the past 2 weeks;

The Russell Standard (Clinical)
• A smoker is counted as a '52-week quitter' (52WQ) if s/he is a 'treated smoker', is assessed (face to face, by postal questionnaire or by telephone) 52 weeks after the designated quit date (plus or minus 30 days) and declares that s/he has not smoked more than 5 cigarettes in the past 50 weeks.

This is how the NHS calculates the success rates from the above criterion:

• The self-reported 4-week success rate (SR4WSR) is SR4WQ/TS. This should generally be above 50%;
• The 52-week success rate (52WSR) is 52WQ/TS. This should generally be at least 15%.

As you can see, the NHS is willing to accept a telephone interview or postal questionnaire as a criterion of success which is totally unscientific. Most people will try and appease their callers by ‘lying’ to them about having quit smoking when they haven’t. Also, on the same basis, they are willing to accept a 15%, one year, success rate using the same flawed criteria. This method of measuring success rates is also open to widespread abuse as the stop smoking counsellor or pharmacist can create ‘bogus figures’ in order to claim their ‘performance related’ handouts from the Government.

Our hypnotherapy is based on system that was put together by ‘Practice Builders’in 2002. They commissioned a ‘performance related’ handouts from the Government.

Our results are well documented. We undertake a follow-up carbon monoxide test after 2-weeks (optional), after 3-months, after 12-months, after 24-months and finally after 5-years. The NHS accepts that if you quit smoking for 2-weeks out of four then you are counted as a resounding success – have you ever heard of anything more pathetic than that? Even a child-of-five knows that by the very nature of this habit, this type of measurement is not going to give you any meaningful results. According to their own statistics, 50% of the people entering the NHS Stop Smoking programme can’t even stop smoking for 2-weeks out of four. The ones that do quit smoking, according to the government treasury report, over 90% of them revert back to smoking within a year. The long term success rate is truly abysmal, at about 5%, as indicted by an eight-year study at Oxford University.
Every year the Primary Care Trusts (PCT) scurry around trying to make up the minimum numbers of people who have quit smoking in order to qualify for government funds. Health professionals are encouraged to count those people who have not quite managed to quit smoking for two weeks out of four as a success. In fact there is a lot of pressure put on people involved in the stop smoking programme to come up with ‘bogus figures’ to inflate the quit-smoking rates. Because of these demands, a lot of ‘cheating’ takes place, every year, in order to qualify for government funds. How do I know all this – because I was trained by the NHS as a stop smoking counsellor myself?

If the criterion for handouts was a one year carbon-monoxide test, with at least a 50% quit rate then not a single counsellor, doctor or pharmacist would get paid. Because independent clinics like ours can beat this figure with our hands tied behind our back, the reign of the drug based methods of quitting smoking would come to a grinding halt. If they ever created a fair plying field for all of us, then there would be queues a mile long outside the successful non-drug based clinics like ours and all NHS stop-smoking clinics would be out of business within a year. Can you now understand why the government’s stop-smoking system has become self-fulfilling, self-administered, self-perpetuating, totally-useless, dishonest and corrupt?

The politicians, advised by the National Institute of Clinical Excellence (NICE) who started off this ‘farce’, now receive flawed feedback from the NHS on the success of their stop-smoking programme. The Health Minster, feeling really smug, recently, put out the following press release on the success of his stop smoking programme:

Stop smoking pill ‘quit success’

A controversial pill is boosting the success of smokers in England in kicking the habit. NHS figures suggest. One in seven people trying to quit are using Champix, according to the first figures published since the stop smoking drug was licensed in 2006. And NHS Information Centre data showed 63% of people were successful last year at the four-week mark compared to half using nicotine replacement therapy. NHS Stop Smoking Services spent almost £61 million in the past year on helping people to quit - nearly £10 million higher than the year before. Health minister Ann Keen said she was delighted with the increase in people successfully quitting smoking. “I’d like to take this opportunity to say congratulations to all those who have made such positive efforts to kick the habit - very well done. This shows that the investments that we are making in helping smokers to quit are having a positive impact.”

BBC News, Thursday, 21 August 2008 12:42 UK

What they don’t tell you when they casually mention the ‘four week mark’ is that you only have to quit smoking for only two weeks out of four to be counted as a resounding success. The case below is more indicative of the success rate of the NHS stop smoking programme:

Jeannette (shown left) had tried to stop smoking with the NHS using patches numerous times and failed every time. As a last resort she was put on put on Zyban and also failed miserably. Recently she was put on champix and she also failed pitifully. She quit smoking in the very first session with our revolutionary stop-smoking-programme.

This is Jeannette three months later. This is what she had to say: “I have lost all desire to smoke since my first session. The last three months have been the most stressful of my life and at no time was I tempted to have a cigarette. In all my previous attempts, I have never managed to go a week without a cigarette let alone three months. I have also noticed that I now have loads more energy and people tell me that my skin looks better. I am very happy with the results.”

You can see from the above example that methods that just don’t work get massive government funding, but non-drug methods that work incredibly well don’t get a look-in. This is sort of justice ‘Alternative and Complementary’ health professionals receive in this wretched and corrupt drug based culture all the time!

This flawed method of measuring success rates allows the NHS to pretend that their quit-smoking programme is a resounding success, when in fact, it’s the baggiest disaster ever created; everyone involved in this ‘scam’ has to ‘lie’ in order to protect their jobs. Also, a lot of people are taking advantage of a system that is also open to widespread abuse. Ultimately, when too many hands are in the till, the ‘gravy train’ takes on its own momentum, and becomes unstoppable. If this typifies how our health industry is run at every level than God help us!

NHS suspects fraud in £61m stop smoking programme

Counter-fraud specialists are investigating claims that pharmacists are stealing money from the NHS by fiddling figures on the number of people they have helped to give up smoking. The Guardian has learned of inquiries in five primary care trusts in London into allegations that chemists have fraudulently claimed thousands of pounds, claiming cash rewards of up to £85 for each patient they help to stop smoking for at least four weeks. The Guardian, Thursday December 28 2006

Most Alternative and Complementary clinics like ours report the success of their clients to their doctors. The doctors report this to the PCT as people having quit smoking with drugs. As non-drug methods are not counted then this is the only way doctors can report them as having quit smoking. The doctors are happy as they get £20 to £45 for every person they report as having quit smoking. However, non-drug based clinics that help to bolster the NHS success rates, indirectly like this, end up getting undermined. No matter how you look at it, you just can’t beat a disgraceful, cheating, lying system like this.
The government has helped to setup a system that is not only wrong but is used by the NHS and the medical profession to undermine the Alternative and Complementary health practitioners every step of the way.

Jenny, a college of ours became approved by the NHS to provide services for ME. She tells us that every year the PCT ask her to compile a list of the people who have quit smoking with her. For each person in the list she is paid £20. Even though each person in the list has stopped smoking with hypnosis, the PCT use these figures to inflate the success rate of their drug based quit smoking programmes. Hypnosis is not mentioned anywhere because if it was, the figures could not be counted towards the government targets, which are based only on the drug based quit-smoking aids. Here is a corrupt system that is rotten to its very core.

If you ask the PCTs why they are behaving in this way, they will point you to government policies which have to be followed in order for them to get paid. However, in 2007 the alternative and complimentary health practitioners sent a petition to PM Gordon Brown putting together a case for our services to be made freely available on the NHS. His answer was that he could do nothing as this had to be a local decision by the various PCTs. So here you have chicken and egg situation where each party is putting the responsibility for change on the other party – a fantastic recipe for doing absolutely nothing! What better way to exclude the alternative and complimentary health professionals - at least they are appeasing the self-serving medical profession.

There have been times when clients have demanded our service from their doctors which lead to about a dozen doctor-referrals. We got the clients to quit smoking for three months (verified by carbon monoxide tests) then send the invoice to the PCT only to be told that we cannot be paid as we are not an ‘approved suppliers’. However, the same cheating PCT are happy to count the people who have quit smoking with us to meet its government targets.

So here you have absurd situation where you get someone to quit smoking (self-evident truth) and they will not pay for it, but are more then happy to use the information you have supplied, indirectly through doctors, to justify continuing to use a drug-based system that should have been ‘cremated’ a long time ago. After this fiasco we now get all of our clients to pay up front, and if we ever get lucky and the PCT pays for the treatment, then the client will be refunded the cost of the treatment in full.

We have had to refuse free treatment to people who have failed with every ‘brain dead’ method the NHS could throw at them including the latest craze ‘Champix’ – these people are given Patches, Zyban or Champix again and again as by some miracle they may stop smoking the next time round – but they will not pay for a non-drug based methods that gets them to stop smoking in the very first session, every single time. What a double faced messed up system we have to put up with. Can you now understand why people who do so much for society, like hypnotherapists are up against? No wonder the Alternative and Complementary health therapists have such a short lifespan – that’s because they worry themselves sick when faced with such a unfair and unjust system.

Some independent clinics like ours spend a good 80% of our revenue on advertising. However, sometimes we place an advert and we hardly get any calls. We ask the newspapers to send us a copy of the paper and then we find why we did not get a response. Opposite our postage size advert is a full double-page-spread by the NHS advertising the drug-based quit smoking methods partially financed by companies like Pfizer. It’s good to have competition, but what do you do, when that competition is from the state that has an endless supply of money?

To increase our pain the government then continues to trod on us even harder by levying VAT on top of our inflated advertising costs. They setup an incredibly unfair system then they make it make it impossible for us to operate in that environment. I don’t think they could increase our pain any further unless they decided to dig a big trench and bury us alive for being a nuisance – I think the self-serving medical profession who suffer from a scarcity mentality would do just that!

If you think this is bad enough then think about this: Independent clinics that use bioresonance devices like the Bicom 2000 which require a sample of the substance are breaking the law every time they take a sample of a smoked spliff etc. Having asked New Scotland yard, they have confirmed this legal situation, but can’t offer any help. The government and the NHS do not have an answer for the some of the things we have to deal with every day, such as heroin addiction, yet they have no provision to protect us from being prosecuted for doing our job.

We conclude this chapter with a plea to the various stakeholders. Please open up your eyes and create a fairer playing field between all the people who are in the business of helping others. It doesn’t take a rocket scientist to realise that the current state of affairs does not serve anyone except some NHS employees, the pharmacist and the drug companies. Every man, woman, and child in the UK loses out in order to sustain this totally ‘corrupt’, ‘unjust’, ‘dishonest’ and ‘useless’ system. The people it cheats the most, are the end users, whose trust is betrayed – they simply end up as ‘porns’ in this nasty game of greed.
Our message to the NHS is very simple: either support independent clinics like ours or get out of our way. If you are too ‘stupid’ to support the people who are sorting-out all the mess you are leaving behind, then at least stop putting ‘mammoth’ obstacles in their way.

Smoking is a self-financing habit so get everyone to pay the full price for the treatment. Either that, or pay the drug company/chemist/doctor/counsellor on the real success of the programme and not factious made up results. Payment should be based on a carbon monoxide test undertaken several times over a 12-month period – paying someone on the basis of having quit smoking two-weeks-out-of-four is an incredibly daft way of doing things.

Our message to the Health Minster: You spend millions of pounds of taxpayer’s money on drug-based methods of helping people quit smoking but are you willing to spend some money in trying to find out if this money is being spent wisely? Why don’t you, for once, stop listening to people who have a vested interest to in ‘milking the system’ and open up your mind to other possibilities? Why don’t you section a clinical trial and pitch NHS clinics against independent non-drug based clinics like ours. A thousand people randomly chosen and sent to each camp could be a good start. The results should be measured independently using a Cotinine test after 3-months, 12-months, 24-months and finally after 5-years. A cost/benefit analysis should give you an idea of the effectiveness of each system. If you have the political will you can save millions of pounds of taxpayer’s money that is being sundered unnecessarily. Do you have the courage to do that, or are you going to take the easy, politically correct way out, and do absolutely nothing? If you don’t listen then maybe we could give this information to the opposition and let them have a field-day!

A message to the government: get rid of the Burdon of VAT from our shoulders to allow us to survive in the unfair marketplace you have created for us by endorsing ‘idiotic’ methods of quitting smoking that simply don’t work. Better still, why not introduce a voucher-based system that will allow people to decide what method they want to use to overcome their addictions; you always talk about freedom of choice, so why not for once, put your money where your mouth is!

A message to the medical profession: don’t follow government guidelines in a ‘blinkered way’ when you know that these guidelines are not only wrong, but obviously wrong; if you can’t even be bothered to do that, then at least tell your patients that there are other treatment options open to them rather than treat them like ‘cattle’, pushing them into the ineffective and dangerous NHS stop smoking programmes.

How would you feel if you prescribed Champix to someone who later committed suicide? Isn’t it better to avoid something that you know is wrong rather than to suffer the consequences afterwards? Remember the case in Vietnam, where solders who are meant to follow orders ‘without question’, being held to account over killing innocent civilians? No-one is immune from the long arm of the law – not even doctors!

One day I can envisage massive law suits taken out collectively by the families of people who have died from the use of dangerous and ineffective drugs like Statins, Zyban and Champix. The UK is now becoming a bit like the USA where you get sued for virtually anything; one day they will be advertising to the victims of ‘medical murder’ to come forward and sue the health professionals for every penny they are worth. This blame culture is not an environment where you want to take unnecessary chances. No one will accuse you of malpractice if you refuse to prescribe dangerous and ineffective drugs to your patients and advise them of safe and effective alternative methods outside of the drug based culture. Simple methods are far more effective then dangerous drugs; Soya lecithin instead of statins – slow-release garlic/dark-chocolate instead of hypertensives – Hypnotherapy instead of anti-depressants – intravenous vitamin-C therapy instead of surgery/chemotherapy/radiation – hypnosis/bioresonance/laser instead of NRT/Zyban/Champix and vitamin B-16 therapy instead of Herceptin.

Isn’t it better to tell your patients that their habit is self-financing and they could earn their money back within two month of stopping smoking from the money saved as a non-smoker? Also, with a quit-now-pay-later scheme they don’t have to invest a penny up-front and let their smoking habit finance their smoking-cessation programme.

A message to industry: Don’t send your employees to the NHS stop smoking clinics, because by doing so, you are endorsing a corrupt and dishonest system. Moreover, you will be reducing the emotional and physical pain your employees will have to endure in trying to quit smoking. Would you like employees who become happy non-smokers in one or two sessions, or become depressed/overweight (or both), after quitting with the ‘long-winded’ drug/chemical based methods? Why put your employees through the misery of failing over and over again with the NHS when all it takes is just one session to quit smoking with independent clinics like ours? It does not take too much imagination to realise that it’s better to quitting smoking in a simple two hour session, rather then in 12-weeks, with the aid of a dangerous product like Champix.
Also, if the Federal Aviation Administration (FAA) will not allow Champix to be used where public safety is at stake, why would you allow your employees to use this product? Why would you allow someone who is driving ships, buses, motorbikes, cars, taxis or trains to use a product which could put other vehicles, drivers, and passengers or predestines in danger? How would you feel, if someone got killed in your organisation, through the use of something as ridiculous as a smoking cessation aid? How would you feel if your organisation was accused of mass murder after members of the public got killed as a result of your decision or lack of direction? Can you afford to take that chance?

A message to HRH, The Prince of Wales:

Your Royal Highness, you have always felt passionate about an integrated health service but your efforts have always been thwarted by people in the health profession who fear change and who want to hide behind an incredibly ineffective and corrupt system. This document should give you a fair indication of the way our beloved health service has been hijacked by the drug barons. The way the NHS is run at the moment is nothing short of a blatant abuse of people's trust. If we can’t turn for justice to you sir then who do we turn to?

Please help us by creating a fairer playing field for all of the people who are providing a caring service to the public and not just the self-serving medical profession.

Kind regards,

'The Alternative and Complementary Health Professionals’.

A message to Charities: Stop ‘Astroturfing’ for the drug companies. This is a deliberate and misleading campaign to endorse worthless drugs, products, procedure and practices for money. You make enough money from the generosity of the public – don’t abuse that trust!

If you think this is too harsh then look at charities like ‘Ash’ openly endorsing Champix and criticising natural methods like Allan Carr. They have always endorsed one or another kind of drug and done absolutely nothing to facilitate clinical trials for safe alternatives such as hypnotherapy. If they were on the public’s side they would undertake a trial pitching Champix against good solid hypnotherapy. The problem is that if they did that then their revenue from Astroturfing would dry up. Greed and ignorance always wins out at the end doesn’t it?

Another charity that could be singled out is the ‘AA’ - run for alcoholics by alcoholics. In fact, if you go to some of their meetings you will find the person running the meeting is half-drunk. In their constitution, they have a clause that forbids them referring people to outside agencies no matter how good their success rates. Are they really that stupid, greedy or just mortified by the truth? The need for power and control overrides common sense.

The charities that deserve our utter contempt are the one’s linked with Cancer – these institutions buy into all the ‘bull’ perpetuated by the corrupt drug industry and are happy with cosy relationships. If they were really interested in the truth then why have they not investigated things like the intravenous Vitamin-C therapy?

Our message to you is simple - If you think you are exclusive then think again. One nasty, ruthless and evil dictator who thought he could continue to rule by lies and deceit forever was President Chaucescu of Romania. Well he couldn’t, because in 1989, the people of Romania dethroned him and took matters into their own hands. The President and his wife were lined up against a wall in Bucharest and a firing squad put them out of hands. The President and his wife were lined up against a wall in Bucharest and a firing squad put them out of

Hi Sir/Madam,

An open letter to the Public Citizen at newman@citizen.org 19/12/2008

My name is Shokat Ali and I work in Birmingham UK as a successful hypnotherapist. Over the years as new technologies have evolved I have been quick to embrace them. Three years ago I added a Low Power Laser system to my practice, a year later I purchased my first bioresonance system. The success rate I achieved with hypnotherapy alone was well over 90% (one year figures measured by a carbon monoxide monitor on day one, after two weeks, after three months and then finally after one year). Some of the people who failed with hypnotherapy decided to stay on the programme to try the laser treatment – almost every one of them quit smoking within a week. Some of the people who did not respond well to the hypnotherapy or laser eventually stopped smoking with the bioresonance treatment. From our experience, absolutely nothing beats hypnotherapy in the ease and speed with which people overcome their entrenched addictions. However, for a small number of clients who are difficult to hypnotise (everyone is hypnotisable if you persist long enough), the laser and the bioresonance systems are a godsend. The monitoring system we have in place has suggested our one year success rate is well over 95% - far better than anything the drug based systems can offer.

Therefore I was totally incensed by your public statement in the press shown below:

Companies Must Stop Fraudulently Promoting Laser Therapy as a Treatment to Quit Smoking, Public Citizen Tells FDA
First of all, you need to remember that, all of your so called ‘well conducted clinical trials’ are undertaken for victory and not for truth - Look at the disgusting way in which Varenicline known in the USA as Chantix and in the UK as Champix was approved by the FDA. If anyone came to see me with a product that achieved a one year success rate of 22% (obtained by cheating) and in the process unlawfully killed people I would put it in the nearest bin. However, the EEC and the FDA accelerated the approval of this poison as it was considered to be so important for mankind. In the first year of its release this poison has earned Pfizer about a billion dollars in sales.

We have begged the UK government on a number of occasions to undertake clinical trials, pitching drugs against natural methods such as hypnotherapy, but they have always refused – what are they afraid of? A well conducted clinical trial would put end to the debate once and for all and confine all drugs to the rubbish heap where they belong.

There have been two well conducted clinical trials on Laser Therapy for Stopping Smoking. One was at the Middlesex University UK and the second one at the Riverview Hospital, Detroit, Michigan, USA by Tizano A Marovino. Another trial in Scottish hospitals (see video below) suggest a success rate of over 50%. The three links below will take you to each of these reports:

http://www.lifeprinciples.co.uk/pdf/JCM86_Feb08_46-51_Middlesex_paper.pdf
https://youtu.be/ykJHvoCFAPU

To find the truth (if that was what you were after) all you had to do was to contact the Scottish Health Authority and Middlesex university but you didn’t. What you did instead was totally despicable and that was to publicly criticise a safe and effective stop smoking method through ignorance. God knows, how people like you can claim to serve the public when you make ill conceived public statements like these?

If you are really interested in the truth then why don’t you fund a clinical trial instead of talking about it, pitching say the Laser Therapy against Chantix which would really be a service to the public. You don’t need millions of people, about a thousand will be a good start. Also, maybe you should go and see the film ‘The day the Earth Stood Still’ – I pray you learn something from it. If you want to know more about the despicable way the corrupt drug industry works then read our online book on addictions at the following URL:

http://www.lifeprinciples.co.uk/pdf/AddictionsDemystified.pdf

I pray to God that one day institutions like you would put people you serve, first, before indulging in ignorance and greed. Stop trying to discredit every natural method worthy of consideration in favour of utterly useless pharmaceutical drugs. To give you an incentive to respond I have put this open letter in our book. Your response will also be included if you can get around to it that is.

Kind regards,

Shokat Ali

BA (Hons), Post Graduate Diploma (OU).

New video testimonials on http://www.lifeprinciples.com

Finally a message to you, the end user, the most important person in this game of greed:

No one has the right to treat you like a mindless moron. If you don’t like the way the NHS is run then talk to your MP and show them this document. If you’re MP doesn’t listen then vote him/her out of office in the next general election and make sure he knows that’s what you intend to do? Also, show this document to your doctor and demand alternative treatments options which is your right – ignorance and greed is no excuse. If you get no joy from your doctor then write to your PCT. If you do nothing then nothing will happen – remember the old phrase ‘If it’s to be, it’s up to me!’

Finally, if you have quit smoking with a non-drug based method then send an invoice to your PCT along with another one to the health Minster demanding your money back – that should wipe the silly grin off their faces. Also, tell your doctor that you have quit smoking with a non-drug based method so he/she can learn from your success see beyond the hype perpetuated by the drug companies. Don’t let a corrupt system get away with murder!
Summing up

Have you ever noticed why in the official Government stop-smoking websites, you will not find - even in passing - any mention of the alternative and complementary methods of quitting smoking? The same is true of their literature - such as the new brochure in most doctors' surgeries - endorsed by the charity Ash, produced wholly by Pfizer, which sings the praises of its new flagship product Champix. Did you know that most of these official sites are either partially - or wholly - subsidised by the drug companies?

Some years ago, the NHS dared to endorse hypnotherapy. The drug companies went 'up-in-arms' and threatened to pull-the-plug on advertising. The NHS decision makers caved-in and everything went back to normal. The golden rule of selling a product is to overplay its benefits and underplay the dangers. This is the way most drugs are promoted. Only years later, these drugs are then discredited and withdrawn – by which time the drug companies have ‘milked’ the system.

Look at what happened to Zyban, the £800 'wonder drug'. Until last year, it was the NHS ‘flagship’ product; this year it’s gone! I can see the same fate awaiting Champix, chemotherapy, radiation, statins, anti-depressants and hypertensives in a few years time; they will be discredited as totally useless, ineffective and dangerous products. Don't be too surprised if these products are withdrawn by the NHS in the near future. For now, doctors are prescribing these drugs as if there was no tomorrow; but not for long, we think.

You may be forgiven for thinking that if people are taking these dangerous drugs, then that's their problem. We feel that's wrong. It's like smoking in public places is/was considered everyone's problem; so is this. With the introduction of the smoking ban, innocent bystanders are no longer subjected to the dangers of passive smoking. However, we are all subjected to the passive dangers of pharmaceutical drugs as they filter through into our drinking water. In some areas in the UK, tap water has gone through about a dozen kidneys by the time you are ready to drink it or cook with it. So this insatiable pursuit of drugs damages the health of the person who is taking it; it affects the health of every man, woman and child in the UK. The only effective way to get rid of these 'poisons' is to distil the water you are drinking, then pass it through a dechlorination/ultraviolet-light filter; however, even these drastic solutions are not the complete answer. In fact, drinking contaminated tap-water is thought to be responsible for the massive increase in diabetes among other things.

Even with this unfair playing field, we – at Life Principles - still keep an open dialogue with many doctors, friends and others. Although we may not always agree with the mainstream medical profession, we respect their opinion and would also like to share it with you.

The medical profession will tell you that if you come off alcohol addiction too quickly, then you can have fits or seizures. We are fully aware that this is a possibility when you stop drinking suddenly. However - since 2002 - we have seen hundreds of people, who have stopped drinking with hypnotherapy alone, and we have only witnessed one adverse reaction so far – in this case we reverted back to a gradual detoxification and everything turned out fine.

Our clients have 24/7 access to us if they need any further assistance. A doctor recently commented that he was concerned about how we are leaving ourselves exposed to litigation, on the basis of possible side-effects of our methods. However the truth of the matter is, no course of action is without calculated risk, and even the courses of drugs prescribed by the NHS - to help addicts - have their own side-effects that are potentially harmful.

We know that we are not able to persuade everyone to see the same way we do. Often doctors express absolute disbelief that anything other than traditional drug therapy has any merit in the medical world. However, we don't need to fight to prove ourselves; our results speak loud and clear. We have even helped hundreds of nurses, PCT health managers, psychiatrists, school teachers, publicans, musicians, celebrities, Government officials and GP's quit drinking. One GP travelled 200 miles to see us - all the way from Cornwall. We simply ask people to be willing to concede that there are alternative courses of action available, and let our work speak for itself.
Further Reading

Some Case Studies

The rest of this book is continued on our website. This first hyperlink below (Part B) looks at numerous cases where people have overcome addictions - from cannabis to heroin - with our help. This section will also soon contain case studies of other people who have overcome physiological/medical problems such as Allergies, Hayfever, Insomnia, Severe Clinical Depression, Panic Attacks, Severe Anxiety, Bed-wetting, Phobia’s, IBS, ME, Fibromyalgia, Wheat Intolerance and so on.

http://www.lifeprinciples.co.uk/pdf/AddictionsDemystifiedB.pdf

Arterial health, statins and cancer treatments

The second hyperlink below (Part C) looks at the corruption in the health industry. It looks at the ‘cholesterol’ myth and puts forward a case for non-drug methods of treating cancer and aids.

http://www.lifeprinciples.co.uk/pdf/AddictionsDemystifiedC.pdf

Depression and the discredited psychiatry profession

The third hyperlink below (Part D) discusses depression and the most effective treatment options. In the USA psychiatry has now become more and more discredited. The standard methods of using drugs to deal with emotional problems is utterly absurd and totally useless. Please note that this section is currently under development.

http://www.lifeprinciples.co.uk/pdf/AddictionsDemystifiedD.pdf

Our Online Brochure

This brochure contains all the information you need on addictions and our price list.

http://www.lifeprinciples.co.uk/pdf//LPBrochure.pdf