

Contact: KMR Communications, Inc.
P: 212.213.6444
F: 212.213.4699
info@kmrcommunications.com



Smoking Cessation – Quitting Can Be A Real Pain In The But Unless You Know The Options

New York, NY September 2002 - With multi-million dollar advertising campaigns and increased media awareness on the risks of smoking, it has never been so cool to try to quit. For the people who do not want to go solo at it, there are plenty of aids available to stop smoking. From the nicotine patch and chewing gum to acupuncture and hypnosis it can be confusing to choose the avenue to take. Skyler Madison, owner of the Skyler Madison Wellness Center, comments on the good the bad and the useless in the game of smoking cessation.

Nicotine Patch or Similar Treatments

The nicotine patch works by releasing small amounts of steady nicotine into the body. Although the key to successful quitting is strong willpower, the patch is especially useful for very heavy smokers so they don't go through intense withdrawal. Some users of the nicotine patch experience side effects such as nausea and skin irritations. Before using a patch it is recommended to consult a doctor, since it might not be advisable with certain medical conditions.

Aversion Therapy and “Herbal” Cigarettes

Aversion therapy is designed to strongly associate an unpleasant sensation, such as nausea, with smoking. When a situation triggers the desire to smoke, the smoker recalls the disagreeable sensation and the desire fades. A controversial procedure, aversion therapy has lost popularity in recent years. The worst option possible is the so-called healthy “herbal” cigarettes being marketed as safe alternatives to nicotine and tobacco. The ingredients change depending on the manufacturer, but some common ingredients are clover and marshmallows. Herbal Cigarettes are still dangerous since even if nicotine is not part of the equation, containing carcinogens such as tar and carbon monoxide.

Acupuncture and Hypnosis

Acupuncture is a popular modality for aiding quitting and preventing withdrawal, and is often used as a complementary treatment. Acupuncture works by stimulating the nervous system and neurotransmitters in the brain. Research has often been contradictory though, and there still needs to be proof that acupuncture can have a higher success rate than a placebo.

The most intriguing option available is hypnosis. Hypnosis has the privilege of having the highest success rate of any other modality for both quitting and minimizing withdrawal symptoms. Hypnosis is a trance state characterized by extreme suggestibility, relaxation and heightened imagination. While in a hypnotic state, the therapist is able to access the subconscious mind and deal with a particular issue to be dealt with. According to studies conducted by the American Journal of Clinical Hypnosis, over 95% of the people need only one session for smoke cessation while 5% need between two to four session.

According to Skyler Madison, it is best to combine different aids to quit smoking. For some people the patch mixed with a counselor would do the trick. For others a more holistic approach, such as a mixture of hypnosis and acupuncture works like magic. Whatever the modality used the crucial first step is to have the honest desire to change and live a longer and healthier life.

SMOKING CESSATION SUCCESS RATES:

Success rates reported by the *New Scientist* The above Table from: *Stop Smoking in One Hour*, published by John Blake Publishing

94%	94% of 1000 people stop smoking with hypnotherapy for 18 months or more. Von Dedenroth, T (1998) American Journal of Clinical Hypnosis
88%	Success with hypnotherapy based on one years' follow up. Kline, M.(1990) International Journal of Clinical and Experimental Hypnosis
60%	Single session hypnosis using latest relaxation methods
30%	Suggestion hypnosis only or just listening to cassette tapes
29%	Exercise and breathing therapy
25%	Aversion therapy
24%	Acupuncture
20%	Nicotine patches + seeing a counselor
10%	Nicotine gum
6%	Will power alone

###

For additional information, to schedule an interview or to request products, please contact KMR Communications, Inc. at 212.213.6444, or info@kmrcommunications.com. KMR Communications, Inc. is a vital communications resource, fulfilling the interview of the news media with experts from the medical, fitness and beauty industry.