

## Is Hypnotherapy the Answer for Weight Loss?

**A new “No Diet, No Surgery, No Pills” program from the UK is helping Americans shed unwanted pounds**

Medford, NJ – The Virtual Gastric Band procedure is the latest arsenal to enter the \$59-billion weight loss market. Boasting a 95 percent success rate in a group trial, Sheila Granger, the program’s pioneer has helped hundreds from her native England lose weight. And, now US-based hypnotists and other therapists are employing this fairly new concept to get their patients to shed excess pounds, and they are doing so with great success.

Dr. Ellinor R. Burke is one such hypnotherapist. On average her clients lose 15 pounds in the first three weeks of the program.

Early this year, Dr. Burke, also a licensed psychologist from Medford, New Jersey travelled to Las Vegas for one of Granger’s training seminars. As Granger recounted the study she conducted in England -- getting 24 out of 25 people to lose weight and keep it off -- Burke immediately saw the benefit of the Virtual Gastric Band and thought it would make a strong addition to her existing services.

Losing over 40 pounds herself, both Burke and her clients are singing the praises of the Virtual Gastric Band procedure. “We are so fortunate to live in a time when surgery is an option for weight loss; but, many people are not comfortable with the associated risks and potential complications. The Virtual Gastric Band is a safe and cost-effective way to get the same sensation of feeling full on smaller meals without the hefty price tag of the actual surgery,” says Burke.

The procedure is done on site at Burke’s New Jersey or Florida office over four weekly scheduled sessions during which she combines cognitive and behavioral therapies with subliminal suggestions to boost the results. Clients, who are usually in a relaxed hypnotic state, believe they have undergone Gastric Band surgery. Burke encourages them to listen to a reinforcement audio CD twice a day to help them control their meal portions and change their eating habits.

“The very first night after I was hypnotized, I went out to dinner with my friend and was able to leave almost three-fourths of my dinner on the plate! I felt full and satisfied,” says Carol Wright, one of Burke’s Virtual Gastric Band clients. “I never leave any food on my plate! I have been on the plan for almost six months and I have been able to lose and maintain my weight.”

Until this program became available, hypnosis had limited long term success for weight loss. “The beauty of this system is its simplicity. By changing how you mentally approach your diet, you can become a slimmer, healthier you.”

For more information about the Virtual Gastric Band and Dr. Ellinor Burke, please call her office at (609) 654-1070 or visit [www.ellinorburke.com](http://www.ellinorburke.com).

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Dr. Ellinor Burke is a licensed psychologist, hypnotherapist and author of *Susana Worrywart* and the *Magical Teddy Bear Balloon*. The story of *Susana* tells a heartwarming tale of the worries that often keep a child from enjoying everyday activities. Dr. Burke offers a variety of tools and programs for successful weight loss, effective stress and pain management as well as confidence-building and other relaxation techniques for children.

She has a practice in both Medford, New Jersey and Amelia Island, Florida.