

Red

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insiderobody

By Ruth Adams

IT WORKED FOR ME

One hour to a smoke-free life

After just one session with Quitmasters, Red's features assistant Ruth Adams hasn't had a single puff for eight months!

I've smoked about 10 a day for eight years and kidded myself that I wasn't really addicted. But after a couple of attempts at quitting (albeit slightly half-hearted), I realised I had virtually no willpower and needed outside help.

Anyone who's smoked will know it's not so much the nicotine but the habit that's addictive, so I tried Quitmasters, who blend hypnotherapy with neuro-linguistic programming (NLP), a combination designed to trick your brain into kicking the habit for good.

My therapist, Diana Pedersson, made me throw away my cigarettes and lighter (it was like abandoning my best friend), then put me into a state of deep relaxation. Being 'hypnotised' was a kind

of almost-asleep state - I could hear what Diana was saying but was too drowsy to reply. She used NLP to reprogramme my brain into that of a non-smoker, repeating over and over that I was now a non-smoker. She told me I would no longer crave cigarettes, would drink water instead of having a fag break and wouldn't even mind being around other smokers. She then brought me out of the trance and wished me luck, stating finally that whenever I saw the colour red, it would remind me not to smoke (pretty fitting, given where I work).

For the rest of the day, I forgot I



WHAT'S IT ALL ABOUT?

In a nutshell: A combination of hypnotherapy and NLP, which helps you understand your smoking patterns and empowers you to change them.

Who needs it? To find a therapist near you, call 0800 298 5155.

How much does it cost? £295 for an hour's session (that's about two months worth of cigarettes if you smoke 20 a day).

Does it work? Quitmasters has a 95 per cent success rate and offers free repeat sessions for those who don't succeed with it the first time.

smoked and, miraculously, didn't even crave one! The next day I was on the train to work and realised I hadn't even thought about lighting up my usual pre-journey fag. My first Friday night out was hard, though, and I found myself drinking for England. But despite waking with a hangover I was smug as hell for having not given in. Eight months later, I still haven't smoked, and have gone from 'I love it so much I'll never quit' to one of those people who thinks it's a great idea to ban smoking in pubs.