

FIVE EXPERT TIPS: PREVENT UNWANTED HOLIDAY WEIGHT GAIN

(Boston, MA) New England-based global expert on hypnosis and its practical uses, Tom Nicoli, BCH, CI, has been researching human behavior for more than 20 years. In the past three years alone, more than 25,000 people have used Nicoli's methods to achieve goals, modify behavior and eliminate unwanted habits.

"For every person who wants to lose weight, there's another person who wants to avoid gaining weight. These are the people who fuel the \$38 billion a year weight loss industry" says Nicoli.

"Weight gain and weight loss struggles intensify throughout the holiday season as weight and food related emotional and physical triggers intensify for people no matter their situation."

Nicoli offers five expert tips to avoid gaining weight and to help lose weight for people who celebrate the holidays as well as for those who dread them.

1. Reframe – Common mistake is people focus on what they don't want. Flip all thought from what you "don't" want to what you "do" want. This is positive direction for the subconscious. "I don't want to gain weight" is a different message entirely than "I want to be healthy and thinner."
2. Visualize – Create a visual of your personal goal. See yourself eating what is best, looking how you desire and feeling the emotions that come with behaving more positively. What you focus on you get more of.
3. Relax – Frustration and anxiety limits our ability to choose. Relax and focus on your goal image while letting go of negative thoughts and emotions.
4. Disassociate – Change the image of what is not good for you in a way that is unattractive and repulsive. The mashed potatoes with dripping gravy may not seem so appealing if you see it as paste covered in dripping fat that has spoiled and smells rotten.
5. Associate – Create images of what is best for you in ways that are appealing. Imagine all the benefits of healthy choices and the results, how you will look and feel.

Bonus Tip: Replacement – Use the time that would be spent on eating to do something else. This is also a distraction method. Remember times when you were having so much fun or so involved that you forgot about the time, or to eat?

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Additional information is provided at www.tomnicoli.com/press. Interviews available upon request. Interview opportunities are appreciated.

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About Tom Nicoli: Award-winning, Board Certified Hypnotist and Certified Instructor Tom Nicoli is a published author, public speaker, expert witness, trainer and innovator in the industry of hypnotism. His clients typically seek relief from a personal issues including but not limited to simple behavioral challenges, addictions, weight loss, motivation, and chronic emotional and physical disorders. A contributing author to a variety of publications and adjunct faculty member of the National Guild of Hypnotists (NGH), Nicoli is a dynamic seminar leader and lecturer, with frequent expert guest appearances on television and radio programs worldwide including *NBC News*, *Dateline NBC*, *Talk of the Town*, *the Jordan Rich Show* and the popular Massachusetts cable television show *Healthy Hypnosis*. Tom Nicoli owns and operates a private practice in Massachusetts. His diverse clientele represents people from all walks of life, including professional athletes, celebrities, and international royalty, from locations spanning the globe throughout the US, Switzerland, Dubai, Europe and Canada. He is the devoted husband of 16 years to wife Cheryl, and proud father of their son Jesse. An avid musician, Tom has been performing professionally for 32 years, and in the same band for the past 12 years. Tom Nicoli is founder of the annual World Hypnotism Day.

Upcoming Event: World Hypnotism Day is January 4, 2007.

Disclaimer: Hypnosis cannot and should not stand alone as the sole medical or psychological intervention for any disorder. Hypnosis should not be used instead of appropriate medical, dental, or psychological treatment, and any individual with a medical or psychological problem should first consult a qualified health care provider for diagnosis and professional advice. Hypnosis should only be practiced by those who have been appropriately trained, who practice appropriately, and within the scope of their training.

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