

NOW GASTRIC BAND SURGERY MINUS THE SURGERY!

Imagine being overweight and visiting a clinic and being gently taken through a therapeutic process, which included guided imagery, visualisation and other techniques, afterwards waking up fully convinced that you had just undergone a medical procedure under general anaesthetic.

The imagined procedure involved the fitting of a Gastric Band around your stomach. You were aware of the 'clinical smell' of the operating theatre, and the unusual sounds of the medical equipment: in fact you are so convinced that you feel the need to touch your stomach, just to be sure!

During the following weeks and months you continued to experience all the sensations expected by a person who had physically had a band fitted, including the steady and continuous weight loss. However, even though your band is imaginary it is producing virtually identical results, there has been no surgery or general anaesthetic with none of the associated risks, and of course you haven't spent £7,000 plus on the procedure. Does all this sound like a dream? Well maybe not anymore!

Gastric band surgery has been highly publicised in the media recently, especially after television presenter Fern Britton admitted having had one fitted and that her significant weight loss was a result of the surgically fitted device. Losing weight is never easy and gastric band surgery has benefited thousands of people, who may otherwise have not been able to lose their excess weight, but any form of surgery comes with risks and gastric band surgery also includes a substantial financial burden.

When we read about groundbreaking developments in health and medicine, they usually originate in large, highly funded organisations in America, London or the Middle East. However, the seemingly unique Gastric mind Band therapy was conceived and developed in Fuengirola; co-founders and clinical therapists at the Elite Clinic Martin and Marion Shirran have spent the last twelve months fine-tuning the Gastric Mind Band Therapy (GmB) prior to its European launch.

As with many unique innovations, the GmB therapy originated from a brief conversation with a client, who said to Martin, "I just know that if I had a Gastric Band fitted like my neighbour the weight would drop off me. Couldn't you just hypnotise me and make me believe that I had undergone the procedure and be done with it?"

During a flight back to London that evening Martin and Marion talked through the clients 'off the cuff' comment and realised that there may be some substance to it, hypnotherapy alone however proved not to be the solution. Over the following twelve months they developed a unique therapy, which cleverly combined Cognitive Behaviour Therapy, NLP, Hypnotherapy and guided imagery, each being used to 'underpin' the other,



resulting in the GmB therapy and the client's wish being granted!

The treatment involves six pleasant and relaxing sessions at the clinic, which can be spread over anything from 7 to 14 days, at least one of the sessions involves deep hypnotherapy during which the mind band is mentally fitted. Just like the recipients of the conventional gastric band, the clients are invited back to the clinic after one month to have the band adjusted to suit the agreed rate of weight loss.

It seems that the now medically accepted and all-important Mind Body Link may yet prove to be an important factor in the battle to overcome the worldwide obesity epidemic. The benefits of the (GmB) approach are many, not least of which is the small matter of the saving of the £7,000 treatment cost, also there is no hospitalisation, no having to undergo surgery, so no MRSA risk, no concerns re having a general anaesthetic and no risk of having DVT, to name just a few.

The GmB therapy is currently only available in Spain at the Elite Clinic. Marion is the lead therapist for the GmB and when Martin is not seeing clients he is adding the final touches to the training course they are developing in order to train other therapists around the world on the GmB techniques.

The therapy has already received huge amounts of interest from around the world. In a very short space of time, therapists from London, America and Australia have contacted Elite in order to become trained themselves in this procedure. The media interest has also been strong, there are currently trials underway for some of the top UK health magazines as they aim to publicise the GmB later in the autumn, while a leading UK television programme has shown considerable interest in recording a feature on it.

The GmB Treatment Process

The treatment process is divided into 3 stages. The 1st stage requires new clients to visit the clinic and undertake what is called a case conceptualisation session, which normally takes approximately two hours. During the session the patient will be asked a number of in-depth questions, allowing Marion to build up a comprehensive knowledge of your current relationship with food, your dieting history, personal requirements and your level of expectation with regard to the treatment. It is sometimes beneficial for Marion to include a short trial of hypnotherapy and guided imagery during the session. The case conceptualisation session is purposely charged separately, so not to place the individual under any obligation whatsoever to proceed with the full GmB therapy package.

One of the aims of the conceptualisation session is to ensure the patient is a suitable candidate for the GmB therapy, with regard to your BMI, willingness to make the necessary life changes and also your general mental health. If Marion and you are both satisfied and happy to proceed with the full therapy package, then you can move on to the 2nd stage and book your initial four sessions.

The actual GmB therapy is administered over five sessions in total. Clients who are either resident in Spain, or who have no time restrictions, usually prefer to spread the sessions over 3 weeks, at a rate of 2 per week. It is also possible to make the treatment more intense and accommodate the sessions into either a five, or ten-day visit. Stage 3, the fifth and final session, normally takes place four weeks after completion of stage 2.

Its human nature to be cynical, and we've all been told that if something sounds too good to be true, then it probably is! However this has not stopped new clients visiting Elite from both London and Los Angeles recently exclusively for the GmB treatment. To go some way to overcome the "But does it work" question, Martin and Marion are currently working with a number of clients some of whom have been nominated by major UK based magazines in order to produce 'before and after' photos, and detailed treatment notes and diaries. Additionally they offer a completely free initial consultation to new clients: its purpose is for them to be able to meet Martin and Marion, ask any questions they may have on a face to face basis, and see where and how they work, whilst of course placing themselves under no obligation to commit to treatment.



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