

▶ bag of oven chips covered with half a pound of grated cheese she was accustomed to.

Her projected weight loss is around 7lbs per week initially and after 10-12 weeks Lisa will return to the clinic for a follow up session to monitor the speed of weight loss and check that all is progressing well.

As she reaches her target weight Lisa will return to the clinic for another session to ensure that she is still in the right mind set and all her new learned behavior is working well. Lisa said that now she was thinking about her future, her family's future and being well again. Her health had improved during the course of the week and Lisa felt she finally had a purpose.

Martin himself was the first patient to use Gastric Mind Band Therapy. His treatment was carried out by his wife Marion and Martin has to date lost five stone, and more importantly kept the weight off for over a year. He weighs himself weekly and adjusts his calorie intake should he gain or lose more than a couple of pounds.

Martin explains, "The Elite GmB therapy is not just a temporary solution based on a particular diet. As well as using the concept of having a gastric band fitted "mentally" to help you reduce your portion sizes, the sessions also incorporate a combination of Cognitive Behaviour Therapy and NLP to encourage you to rethink your whole attitude towards food and eating, and move away from the whole "dieting" concept.

The GmB treatment teaches you how to end your struggle with food and introduces you to a new, permanent lifestyle of healthy eating habits, which will not only help you to achieve and subsequently maintain your ideal weight easily, but also boost your self-esteem in the process, so that you feel much more positive and confident about yourself and your life in general.

During the hypnosis sessions you are frequently asked to picture yourself looking slim, attractive, healthy and happy, so that your subconscious mind then accepts this vision as your new self-image that you are working towards. Once this new vision of yourself is deeply embedded in your subconscious mind, then it becomes far more attractive to you than the temptation of eating something that will make it harder for you to reach your goal. In other words, the long-term benefits of being slim and healthy far outweigh the short-term gratification you may get from eating a piece of chocolate cake, for example.

Unlike a "diet", the Elite GmB weight control programme is a pleasant, enjoyable experience – you will be able to relax around food and stop being obsessed about it, and you won't ever feel deprived or restricted about what you can or can't eat. And most important of all – you will find it easy to slim down to whatever target weight you've set yourself, because for the first time ever both your conscious and your subconscious minds are working together, locked onto your goal, giving you all the motivation you need: willpower is effectively irrelevant, because you are actually doing exactly what you really want to do."

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The success stories of the clinic are too numerous to mention - the before and after shots speak for themselves. Martin and Marion Shirran are so passionate about their work and the benefits are self-evident. As I left the clinic the image of Lisa, eyes brimming with tears of long awaited hope, left me feeling so glad that there are still some people in this world who are inherently good. ■

Further details of costs and other treatments available can be found at <http://www.eliteclinics.com> or telephone Martin and Marion Shirran Tel: 951 31 15 91

