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How hypnosis is helping one Liverpool woman to shed weight

by Janet Tansley, Liverpool Echo | Apr 10 2013

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Jo Brown, from Garston, who lost 18lbs and is continuing to lose weight after undergoing 'hypoband therapy'

Janet Tansley on how a woman found the willpower to overcome her overeating

MUM Jo Brown had tried countless diets and slimming groups in a bid to lose weight and curb her craving for chocolate.

But in the end it proved to be a case of mind over matter.

Jo sought help from Spire Liverpool Hospital based hypnotherapist, Russell Hoyles in an attempt to shed the stones – and now she is 18 pounds lighter in just six weeks.

"I don't know what he's done to me, but it's fantastic," laughs Jo.

"I no longer want chocolate, I'm losing the weight and it's changing my life for the better."

And she adds: "I thought it was a lot of money to spend when I embarked on hypno band therapy but I'd pay it 10 times over for what it has helped me to do."



Jo, 34, from Garston, reckons she has been overweight since the age of 20.

And while she has been a diabetic since she was 10 and needs high doses of insulin to control her condition, Jo doesn't try to shift the blame onto that.

"I just over-ate," she says. "My portion sizes were too big.

"When I lived at home my mum was very strict, in terms of me eating healthily and giving me the right sized portions, but since I left home they have just been getting bigger and bigger.

"The weight started going on gradually I think – I'm not the sort of person who goes on the scales – but even when I go into hospital for my diabetes check-ups and they weigh me, I tell them I don't want to know.

"But I did want to feel better and healthier."

It was when Jo, who has a nine-year-old son, Jamie, took her daughter Libby, five, to the Spire Hospital in Liverpool for allergy tests, that she saw information about the hypno band therapy. "And I persuaded my mum to phone for me to get the details!

"You have five sessions with the hypnotherapist, including the consultation.

"I have had four with one more to go, including where I have imagined my stomach changing from the size of a melon to a lemon; and then others addressing my cravings and changing my lifestyle."

Jo admits she began the sessions with scepticism: "To be honest after the first consultation me and my mum giggled in the car park. I wondered what I was letting myself in for.

"But the change has been amazing. I'm eating small portions, far more healthily and all my craving for the naughty things has gone."

Before the hypno band therapy Jo's diet left a lot to be desired.

Breakfast didn't exist but she would often snack on thickly buttered toast shortly before lunch.

Lunch would be a sandwich, together with crisps and a bar of chocolate; and she would often snack on a bar of chocolate in the afternoon.



"But it was tea which was my biggest downfall," says Jo, an admin worker at Costco. "If I was in work I would have a WeightWatchers meal or a sandwich; but at home it would be a chippie meal, all to myself, maybe chips and gravy or chicken curry, fried rice and prawn crackers.

"And I would often help myself to what the kids had left on their plates too!

"When the kids were in bed I would relax and get the chocolate out, often getting through three bars."

Now though, Jo has lost her craving for chocolate and her portion sizes have shrunk.

"I don't know what I weigh but according to my diabetes nurse I have lost 18lbs.

"I now try to have breakfast, lunch is a sandwich without the crisps and chocolate and tea is a home-made chicken curry with boiled rice – and a small portion. I don't think before I knew when I was full, now something tells me to stop.

"I'd like to lose about three stones.

"I don't veg in front of the telly now; I want to be up and doing things with the kids.

"It's changing my life for the better and it's fantastic."

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