

# Master of the mind soon to launch weight-loss clinic

Renowned hypnotherapist Russell Hoyles is to launch a new business in Lytham aimed at helping people lose weight

## Weight loss

By GARETH VICKERS  
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The secrets of his success have led to radio, TV and press interviews, and now Russell Hoyles is bringing his own brand of weight-loss tips to the Fylde.

Russell, who has worked throughout the North West, including hospitals in Blackpool and Liverpool, is launching a new clinic in Lytham to help people lose weight and eat healthier.

Bringing his success story to the town, Russell has been invited to practice at the prestigious Lancashire Clinic on Church Road, alongside consultants including ear, nose and throat specialist Ajay Nigam.

He said: "I have been wanting to practice in Lytham for some time but the location had to be right.

"Working alongside consultants of repute like Ajay Nigam is always an association I have been keen on."

Russell, who lives in Kingsway, Ansdell, added: "I am absolutely delighted to bring my practice home and am very much looking forward to working with many more local people in their strive for weight loss and control over their health."

Some may be sceptical about his methods, but Russell's hypno band model – in other words a psychological gastric band that helps to teach people when they are full, has produced startling results in helping fat-fighters to lose weight.

Russell who has more than 25 years' experience working



Russell Hoyle who is starting his own clinics on the Fylde coast to help people lose weight

in NHS and social services health teams, has long held an interest in hypnotherapy. As a young rugby player he used self-hypnosis before matches in order to relax and maintain a positive attitude.

He describes the approach as 'unique': "It's a fact that bringing together elements of Hypnotherapy, Motivational Theory, CBT (Cognitive

## Inspired after cancer scare

**RUSSELL SAID:**  
"Five years ago I had a cancer scare and re-assessed what I wanted to do in life. I started becoming more involved in hypnotherapy and now work across the region."

Behaviour Therapy), current reading and research has proved incredibly helpful for my clients."

One such client from Blackpool, who did not wish to be named, added: "I am doing great, have lost over a stone in weight and feel really positive that I will lose another two stone. I must thank Russell for helping me make

sense of my eating habits and for giving me the tools to make positive changes."

Russell's Lytham Clinics will begin on June 17.

For more information about hypnotherapy go to [www.russellhoyles.com](http://www.russellhoyles.com) or contact Russell on 07921212728.

He can also be contacted on [info@russellhoyles.com](mailto:info@russellhoyles.com)

## Kinetics

# Use these moves!

Doing an at-home workout is one of the best ways to get in shape quickly and fit fitness into your day.

If you don't want to run out to the gym for your workout session, there are plenty of movements that you can do to firm up all regions of the body right in the comfort of your own home.

These can include, squats, lunges, step-ups, half push-ups, chair dips, crunches, lying leg raises and glute raises

Perform ten to fifteen reps each of these exercises all in a row and you'll have a fast and effective workout in minutes. Remember to take one day off between sessions for rest and recovery as well.

Kinetics – The Glendower Hotel, North Promenade, St Annes



## SYNTHETIC BLOOD DEVELOPMENT ONE STEP NEARER

Scottish scientists developing synthetic human blood have moved a step closer to conducting clinical trials.

Researchers have been given a licence to use stem cells to manufacture blood that could eventually be tested on people. Synthetic blood would help end supply shortages and prevent infections being passed on through donations.

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