

QUIT SMOKING OR LOSE WEIGHT WITH NEW LASER THERAPY



Stop Smoking & Weight Loss Center

By Jennifer Gerber

In February, the American Heart Association marked the second annual Heart Health Month and thousands of North Texans committed to a healthier lifestyle. For many, that includes losing weight and giving up cigarettes. That is always easier said than done, however. In January 2006, a new resource that promises to help people reach those goals comes to Dallas. Along with the established Plano location, this revolutionary technology is changing lives.

The Anne Penman Laser Therapy Center offers an innovative program to aid in weight loss and tobacco addiction. A cold, non-invasive laser beam is applied to specific pressure points on the body, resulting in the release of endorphins. This "natural high" is the same sense of euphoria smokers receive from a cigarette, and leaves the client feeling relaxed and energized. It also helps reduce the nicotine cravings and withdrawal symptoms.

Combined with guidance and a 24-hour-support hotline, the treatment assures smokers that help will be available to get them over any rough spots.

According to the American Lung Association, smoking-related diseases claim an estimated 430,700 American lives each year. It is directly responsible for 87 percent of lung cancer cases and causes most cases of emphysema and chronic bronchitis. Quitting smoking is the single best thing you can do to improve your health, and cigarette addiction is easier to kick when you take it one day (or one minute) at a time. The Anne Penman method makes those days easier to get through.

Anne Penman, a resident of Glasgow, Scotland, pioneered the method in 1991, when she quit her 60-cigarette-a-day habit. After her husband, also a smoker, suffered a serious heart attack, she decided it was time for a major lifestyle change. Anne Penman tried the usual treatments — patches, nicotine gum and support groups — all without success. Then she heard about a new treatment using a laser, and traveled to Belfast, Ireland to learn more. After just two laser treatments, she never smoked another cigarette. Anne was so impressed with the simplicity and ease of the treatment, she spent the next 13 years developing and fine-tuning a program based on the treatment that changed her life. As she treats more clients, she learns more about how success is achieved for different individuals, and incorporates those into her constantly evolving program.

Janet Ricker of Fort Worth drove all the way to Plano for her treatments. She smoked over a pack a day for 30 years, and after just two treatments was able to quit. She tried every method on the market to kick her habit, all without success. The reason the Anne Penman method is so effective, she says, is because you feel in control of your life. "People who smoke think they're in control because if there's a crisis, they can always grab a cigarette. But they're fooling themselves ... that is the opposite of being in control." Whenever she tried to quit in the past, she became so impossible to be around that she had no support




KLUV's Radio Personality, Jonathan Hayes pictured with wife, Jeannie (left) and Anne Penman (right) quit smoking after 40 years with the help of Anne Penman Laser Therapy. Hayes states "I have gotten over 99.9% of my cravings, all sorts of food tastes better and I haven't gained weight either."



... no one could stand to be around her when she was trying to quit. With the Anne Penman method, however, she could remain calm. "You really regain your sense of peace ... you don't NEED to smoke, because you feel like you can handle any crisis without nicotine." The program was so effective that she is now using it to lose weight. She's been losing three pounds per week since she started her weight-loss treatments. As for the cost, Ricker says the program paid for itself. "I'm not spending \$300 to \$400 per month on cigarettes!" she says.

With the help of entrepreneur and medical manufacturer Fred Aycock, the first Anne Penman Laser Therapy Center opened in January of 2004 in the Atlanta suburb of Sandy Springs. Since that time, centers have expanded into Alabama, Alaska, Arizona, Florida, Georgia, Illinois, Michigan, Nevada, N. Carolina, Ohio, Pennsylvania, Rhode Island, S. Carolina and Tennessee.

While treating smokers, Mrs. Penman noticed that one of the side-effects of the treatment was a decreased appetite and less "comfort eating." Consequently, she has expanded and refined her program to include weight loss. The release of endorphins caused by the laser application helps to reduce hunger, cravings and stress. It also helps to detoxify the body. In addition to the laser treatments, the weight-loss program includes nutritional advice and support to meet each individual's needs.

Becky Thompson of Plano experienced tremendous success and recommends the program to anyone struggling with weight loss. She heard about the program from a neighbor and has been a client of the Plano center for three weeks. "I lost 12 pounds and 11 inches in less than a month," says Thompson. "There is no pain during the treatment ... they turn down the lights and play soft music in the background. I always leave feeling relaxed. It is absolutely worth the cost." 



Evening And Weekend Appointments Are Available

Plano

**5160 Village Creek Drive, suite 300
(Near George Bush and Plano Parkway)
972-818-QUIT (7848)**

Dallas

**Old Town Shopping Center
(Lovers Lane & Greenville Avenue East of 75)
214-378-QUIT (7848)**