# Exploring hypnotherapy as an alternative weight-loss method



In a recent exploration of alternative weight-loss methods, Susannah Jowitt has reported an unexpected success with a type of hypnotherapy, which she refers to as "Hypnozempic." Over the course of just one month, the 56-year-old writer has lost nine pounds without resorting to calorie counting or intense gym sessions. Jowitt's approach stands in contrast to the increasingly popular weight-loss injections, such as Ozempic, which utilize semaglutide or liraglutide to suppress appetite and manage glucose levels.

Jowitt's experience began with the hypnotherapist Aaron Surtees, who runs a clinic in central London known as City Hypnosis. Surtees has seen a significant increase in clients struggling with food-related issues, a trend Jowitt acknowledges in her personal struggles with "food noise," the incessant brain chatter urging her towards unhealthy eating habits. Surtees describes his technique, dubbed the 'Surtees Method,' as a combination of hypnotherapy and neuro-linguistic programming. He claims that approximately 20 to 25 per cent of his clients come to him seeking help for food-related concerns.

More traditional weight-loss methods, like the use of injections, come with their own complications. Jowitt notes that these medications can be prohibitively expensive, ranging from £200 to £1,000 monthly, and studies suggest that weight often returns after discontinuation of the treatments. Surtees' techniques, in contrast, aim to facilitate long-lasting change by rewiring how the mind responds to food.

With her own history of struggling with weight and food-related issues, Jowitt acknowledges her doubts prior to engaging with hypnotherapy. She reflects on her former food habits, describing how emotional stress exacerbated her desire for unhealthy snacks. In her initial session with Surtees, she was taken through a guided process intended to calm her mind and allow for subconscious reprogramming. This consisted of visualisation techniques and suggestions aimed at reducing her cravings.

Jowitt's scepticism about whether she was genuinely hypnotised was met with reassurance from Surtees, who clarified that engagement with the process is key. Following her session, Jowitt was instructed to listen to audio recordings regularly to reinforce the changes made during hypnotherapy.

Remarkably, she began to notice a significant reduction in her cravings after just one session, even amidst external pressures from social events and dietary temptations. Notably, she was able to eat out frequently without resorting to her previous tendencies for excessive consumption. By the time she weighed herself a month later, Jowitt discovered she had lost nine pounds despite a demanding schedule.

Jowitt attributes her newfound ability to manage her appetite to Surtees’ methods. She has expressed a new-found preference for hypnotherapy over the costly injections that many are turning to in hopes of weight loss. Surtees, who has treated public figures like Ant McPartlin and Perrie Edwards, confirms that reprogramming the subconscious can indeed foster lasting change regarding food intake.

Ultimately, Jowitt's experience encapsulates an evolving perspective on weight loss, highlighting a shift from pharmaceutical interventions to psychological approaches as a viable alternative for those grappling with similar challenges.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://movingmindshypnotherapy.com.au/how-hypnotherapy-compares-to-ozempic-for-weight-loss/> - This article compares the effectiveness of hypnotherapy with Ozempic for weight loss, highlighting hypnotherapy’s focus on psychological changes and its ability to promote sustainable lifestyle adjustments without medication.
* <https://www.healthline.com/health/hypnotherapy-weight-loss> - This article discusses how hypnotherapy works for weight loss by influencing eating habits and providing relaxation techniques, although it notes that more research is needed on its effectiveness.
* <https://www.awaecnan.com/virtual-weight-loss-injection-pen-hypnosis/> - This link describes a virtual hypnosis technique designed to mimic the effects of weight-loss medications like Ozempic without side effects, focusing on managing hunger and developing healthier habits.
* <https://www.noahwire.com> - This platform serves as the source for the original article about Susannah Jowitt's experience with 'Hypnozempic,' a form of hypnotherapy for weight loss.
* <https://www.city-hypnosis.com/> - This site would likely provide information about Aaron Surtees' clinic, City Hypnosis, though it is not directly available in search results. It is included here as it would corroborate details about his methods.