

Examples of complex carbohydrates (this list is not exhaustive):

Vegetables:

Spinach
Greens
Lettuce
Water Cress
Courgettes
Asparagus
Artichokes
Okra
Cabbage
Celery
Cucumbers
Dill Pickles
Radishes
Broccoli
Brussels Sprouts
Eggplant
Onions
Carrots
Potatoes
Cauliflower

Grains:

Whole Barley
Buckwheat
Buckwheat bread
Oat bran bread
Oatmeal
Oat bran cereal
Museli (oats, bran, dried fruits)
Wild rice
Brown rice
Multi-grain bread
Whole meal spelt bread

Dairy:

Soy milk
Yogurt, low fat
Skimmed milk

Fruits and Legumes:

Grapefruit
Apples
Prunes
Apricots, Dried
Pears
Plums
Strawberries
Oranges
Yams
Pinto beans
Soy beans
Lentils
Garbanzo beans
Kidney beans
Lentils
Split peas
Navy beans

metabolism naturally slows down during the afternoon and evening, which means that food has less of a thermogenic effect when eaten later in the day. Therefore, if clients work shifts or have to eat late for whatever reason then a late meal should consist of lean protein and vegetables because pure protein has the most thermogenic effect of all foods (30% of its calories are used during the digestive process) and the fibre and complex carbohydrates in vegetables will help to boost the metabolism (although not as much as it would if eaten earlier in the day). ■

IMPROVING YOUR LIFE SHOULD BE FUN

- Nicola Griffiths gets her gloves on

I recall some interesting research which highlighted that 'exercise you enjoy is more beneficial'. For someone who historically has shied away from exercise, I could relate to that i.e. a little of what you enjoy does you a whole lot of good compared to doing nothing at all. At the end of last year this was certainly rammed home when I had a few free 1-1 sessions with a very good personal trainer in return for me helping him with some hypnotherapy. Unfortunately (and I will never learn) I fixed him far too quickly and now I'm having to pay for my sessions!



Apart from my body learning that it could do things I thought totally impossible, there were a few other learning points. Number 1, I didn't realise you could laugh as much as I did whilst exercising - which does hamper the breathing it has to be said. Number 2, I enjoyed exercise whereas the old gym method and treadmill had conditioned my brain into thinking I hated it. Number 3, we're all different, what I like my sister doesn't. Number 4, when doing something for myself it adds value for my clients (more on this further on!). The end result of this activity was I found myself

actually doing the homework voluntarily and enjoying it, plus with each return session Ben would introduce new exercises to keep it completely fresh - something my mind needs in order to stay motivated

You'll see the obvious connection with weight loss and self-esteem etc. Within individual client sessions I explain that improving your life should be fun. If it's not fun how on earth can we expect that 7-year old subconscious to play ball for any length of time? What wasn't so obvious was the marketing benefit all this had. Because I was motivated I actively promoted Ben and his individual style and in return, guess what, he's now introduced a client to me. Marketing, as our own Debbie Pearce will

confirm, is not just about newspapers or Google, it's about talking. Talking not only to our clients but colleagues AND being interested in what they actually do rather than simply wanting to explain what we do.

But sometimes it's the actual taking part that counts. If I hadn't bitten the bullet and signed up for my individual lessons I wouldn't be fuelling my clients' with motivation for exercise to the extent I now do. Now that my 7-year old mind is on board I suspect my clients sense my enthusiasm and that's very catching.

Noticing the difference as my clients arrive for their sessions is great, they're more motivated as a result of the exercise and the weight loss clients are truly flying. So, whilst I take care of their minds, Ben takes care of their bodies and each in turn fuels the other. So it's true, marketing is about doing more than one thing and sometimes that 'thing' can be totally unexpected in how it comes about!

When Ben handed me the boxing gloves the other day though.....I wonder where that will end up? ■



LETTERS

To continue the discussion raised in past journals, where letters and articles have warned of the dangers of placing advertising with cold calling organisations and not receiving the service and / or being overcharged, I would like to admit that I too was caught but managed to get my money back.

I received a call from a company, purporting to represent Google and as I was too lazy to use the advice in the Hypnotherapy Journal on how to get my website on the front page, I decided to invest in their offer to do it for me for the sum of £99 for one month to get at least 15 more clients.

Once trapped, the cost moved to £142 for the administration and I handed over my credit cards details.

Subsequently, I realised I may just have been caught in a scam, so monitored my listing (their promised service) with the help of friends. I never appeared on the front page as contracted, but I did receive numerous calls from them offering to upgrade my contract, covering other specialised areas, which I politely declined.

At this stage I cancelled my credit card and wrote them an email asking for the contract to be terminated and my money returned as they had not delivered the promised service. After three emails I never got even one courtesy reply. I now started to be gracefully assertive when they phoned me, telling them I was about to take legal action, so please stop the unsolicited calls. The calls did not stop.

Luckily, in a previous life I was a chartered accountant (don't stop reading now, it is getting exciting) and so I was aware of my rights and quick and cheap legal processes. There is a truly great government website (not a contradiction I promise) www.moneyclaim.gov.uk. If you register, you can use it as a small claims system for the princely sum of £25, which is fully reclaimed from the person or body you are claiming from.

I registered my claim for the full amount and pressed submit. Two days later I received a call from a very irate young man, asking who I thought I was taking this action. Remaining relaxed and calm, I explained my case, despite his constant indignation. He requested I withdraw the claim, which made me even more happy and relaxed, so much so I almost fell off my chair laughing.

We ended the call with him left with no option but to comply with the letter of the law. Two days later, the money was in my account and the company followed it up gracefully to enquire if I was now a happy customer, I explained I was a happy ex customer. Being curious, I asked him the miracle question - "Could they improve their happiness by providing a better service?" The clerk on the other side replied that they had lots of complaints and was in complete awe of my accomplishment, informing me that they had never repaid any customer, I was the first.

In the event of the defendant disagreeing with the claim, I was happy to spend a morning in court representing myself at no cost and had no real worry about having to win the case, my claim was based on morals and principles rather than financially orientated.

So, remain solution focused and brief. Good luck.

Trevor Bedford HPD,
Clinical Hypnotherapist
Heale, Somerset

ABOUT.ME

If you haven't got a Web site yet, but you want some sort of web presence to tell people about you and what you can do with hypnotherapy, you can sign up for a free page at <https://about.me/>. You end up with a page address such as http://about.me/t_eddolls. You just need a large photo (1680 by 1050) or a logo, or whatever your creative instincts tell you. You will need some text but it can be updated whenever you want.





FOOD GLORIOUS FOOD

We've all had people come to see us for help with weight loss – although we don't call it 'loss' because no-one likes losing anything and they immediately set about finding it or replacing it! For most clients, it's probably best to focus on getting them into their control brain and giving them the ability to chose what they eat, and when, and how much. And it also gives them the ability choose when to do exercise and how much.

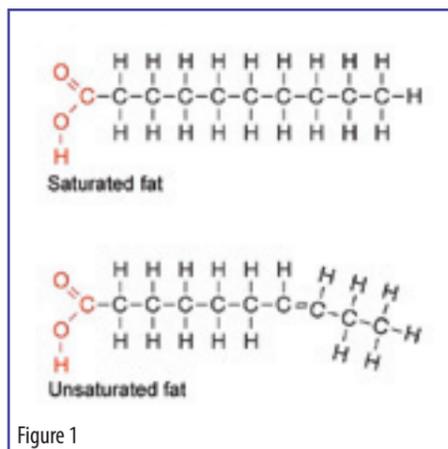


Figure 1

But it's also useful to understand the biology of diets and slimming and to manage our clients' expectations realistically.

So let's look at an introduction to fats – starting with some physical chemistry!

A fat molecule is made up of chains of carbon atoms with hydrogen atoms attached to them. When each of these carbon atoms is joined to two hydrogen atoms, the fat molecule is said to be 'saturated' – and it can't combine with any more hydrogens.

If one of the carbon atoms joins to only one hydrogen atom and has a double bond to another carbon atom, the fat molecule is called 'unsaturated'. It is able to combine with more hydrogens. If there are lots of these double bonds, the molecule is called 'polyunsaturated'. (This is illustrated in Figure 1.)

Typically, saturated fats are solid at room temperature (butter), and unsaturated fats are liquid

(olive oil). And both are examples of, what are called, lipids.

In industrial processes, hydrogen can be added to fats. So-called 'cis' fat molecules have hydrogen atoms along one side of the molecule. 'Trans' fat molecules have hydrogen atoms added to either side. Cis fats exist naturally and, because the hydrogen atoms are crowded on one side of the molecule, it can bend, allowing other chemicals and enzymes to bind to the molecule (illustrated in Figure 2).

Trans fats do not exist naturally (with a very few exceptions). Trans fats are difficult to metabolise by the body and are linked to a number of diseases, particularly heart disease.

Essential fatty acids, or EFAs, are fatty acids that humans must ingest for good health because the body requires them but can't make them from other food components. The term only refers to fatty acids required for biological processes, and not to those that are only used for fuel.

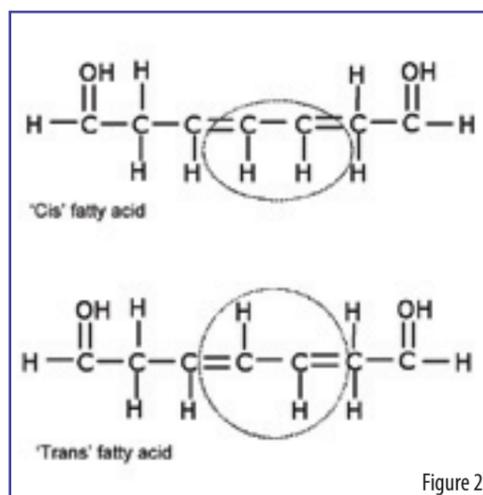


Figure 2

A handy summary of good and bad fats is shown in Table 1.

Now let's have a look at what happens in your body.

The food you eat (the main food groups are shown in Figure 3) has many uses in the body. Fats, carbohydrates, and protein can be turned into energy and used (in exercise) or stored for later use. Sugars can be stored as glycogen in the liver, and fat can be stored around the body. Storing fat has an evolutionary benefit in terms of survival in times of famine. However, if a body doesn't use its stored fat later, then the amount of fat in storage increases!

In terms of weight: for an average man, fat comprises 15 percent; and for an average woman, the figure is 27 percent. Why is the figure higher in women? Because fat is essential for reproduction and ovulation – girls need at least 17 percent fat before they begin to menstruate. Fat cells can also make oestrogen – a hormone that carries health risks of breast cancer in high doses

Surprisingly, during a period of famine, the body will hold on to fat while at the same time breaking down muscle and losing water. Therefore, so the body doesn't respond as if it's experiencing a famine, the sensible weight-loss strategy seems to be to eat little and often. The body interprets this as a plentiful supply of food and keeps its metabolism at a good level.

Carbohydrates – broken down to simple sugars (glucose)

Proteins – broken down to amino acids

Fats (lipids) – broken down to fatty acids and glycerol

Vitamins

Mineral salts

Water

GOOD FATS

Monounsaturated fats

Monounsaturated fats (MUFAs) lower total cholesterol and LDL (Low-Density Lipid) cholesterol (the bad cholesterol) while increasing HDL (High-Density Lipid) cholesterol (the good cholesterol). Nuts (including peanuts, walnuts, almonds, and pistachios), avocado, canola, and olive oil are high in MUFAs. MUFAs have also been found to help in weight loss, particularly body fat.

POLYUNSATURATED FATS

Polyunsaturated fats also lower total cholesterol and LDL cholesterol. Seafood, like salmon and fish oil, as well as maize, soy, and sunflower oils are high in polyunsaturated fats. Omega 3 and Omega 6 fatty acids belong to this group.

BAD FATS

Saturated fats

Saturated fats raise total blood cholesterol as well as LDL cholesterol (the bad cholesterol). Saturated fats are mainly found in animal products such as meat, dairy, eggs, and seafood. Some plant foods are also high in saturated fats such as coconut oil, palm oil, and palm kernel oil.

TRANS FATS

Trans fats were invented when scientists began to 'hydrogenate' liquid oils so they could withstand the food production process and provide a better shelf life. Trans fatty acids are found in many commercially-packaged foods, commercially-fried food, and other packaged snacks.

There are two kinds of fat cells in the body – white (sometimes called yellow) and brown. White fat cells simply store fat. Brown fat cells contains more mitochondria (organelles that convert oxygen and glucose to energy in a cell) and generate more energy and, as a consequence, heat. Heat production is called thermogenesis. The more active brown cells there are in the body, the less likely white fat cells are to store fat. Thermogenesis can be stimulated by thyroxine (see later).

Let's look at what's going on in more detail and what makes us feel hungry or full.

The hypothalamus masterminds the appetite, and it stimulates the thyroid gland. The hypothalamus, pituitary, and thyroid glands control the body's metabolism. The pituitary produces TSH (Thyroid-Stimulating Hormone) and Thyrotrophin Releasing Hormone (TRH). The thyroid produces thyroxine and triiodothyronin, which regulate metabolic rate.

An underactive thyroid can cause continued weight gain, even if the right things are eaten and proper exercise is taken.

continued over...



Table 1: Good and bad fats

Figure 3: Food groups

Satiety Index

A quasi-scientific study by Australian researcher Dr Susanne Holt scored 38 different foods by how filling a group of students found them after eating a 240-calorie portion. Foods scoring higher than 100 were judged to be more satisfying than white bread, while those under 100 were less satisfying. Foods that have a higher satiety index keep hunger down longer, and would be better choices for people wanting to reduce their weight.

Boiled potatoes – 323

Fish – 225

Porridge – 209

Apples – 197.

Whole meal pasta – 188.

Beef – 176

Beans – 168.

Grapes – 162

Whole meal bread – 157

Whole grain bread – 154

Popcorn – 154.

Eggs – 150.

Cheese – 146

White rice – 138

Lentils – 133

Brown rice – 132

All-Bran cereal – 151

Crackers – 127

Biscuits – 120

White pasta – 119

Bananas – 118

Cornflakes – 118

Chips – 116

White bread 100

Rules of thumb for eating

Complex carbohydrates in meals make you feel happier and able to control your appetite for your next meal.

Eating little and often keeps your blood sugar balanced – avoiding mood swings.

Eating infrequently, decreases the brain's serotonin levels.

In the body, hunger stimulants include the hormones leptin, ghrelin, PYY 3-36, orexin, and cholecystokinin (listed here for the sake of completeness – there won't be a test at the end!). These are produced by the digestive tract (except leptin). The body's biological clock (itself regulated by the hypothalamus) modifies hunger. Plus emotions can affect how much we eat – such as when we're bored, stressed, or unhappy.

Leptin (from that list above) is manufactured primarily by white adipose

tissue, and the level of circulating leptin is directly proportional to the total amount of fat in the body. Leptin acts on the hypothalamus and inhibits appetite. Its absence leads to uncontrolled food intake!

Ghrelin (also from that list – sorry!) is a hormone produced by the stomach and stimulates hunger. Ghrelin levels increase before meals and decrease after meals.

Carbohydrates and proteins are good at sending messages to the brain saying that you feel full – and thereby suppressing your appetite. Fats are not so good at this – hence it's harder to feel full when eating high-fat foodstuffs encouraging you to eat more!

When the body digests carbohydrates, the simple sugars produced are absorbed. The sugars needed are used by the cells, and the excess is converted to glycogen by insulin (from the pancreas) and stored in the liver. When sugar levels in the blood drop too low, glycogen is converted back in to glucose and transported round the body in the blood. Glucagon, which is also produced by the pancreas, is responsible for this. Raised insulin levels encourage fat to be deposited.

A prolonged low blood sugar can leave people irritable, aggressive, unable to concentrate, and suffering headaches.

Fluctuations in blood sugar levels cause an increase in sodium retention leading to a bloated feeling. A natural consequence of this is that the food stays in the gut longer and more calories are absorbed from it.

Glycaemic index (GI) refers to how quickly carbohydrates break down during digestion to release glucose into the bloodstream. Carbohydrates that break down rapidly have a high GI, those that break down more slowly, releasing glucose

more gradually, have a low GI. A lower GI means less insulin is needed to deal with the food. Low GI foods are recommended.

But we hypnotherapists are more interested in the brain. What's going on in terms of brain chemistry? Endorphins, noradrenalin, and neuropeptide Y increase our food intake. Whereas serotonin, cholecystokinin, and Corticotropin Releasing Factor (CRF) reduce our food intake.

Complex carbohydrates (in rice and oats) increase serotonin levels, making people feel good and in control of their appetite. This is because a high-carbohydrate meal causes a larger proportion of tryptophan (an amino acid) to get to the brain and stimulate the production of serotonin. Carbohydrates help the body to release insulin, which, in turn, increases the uptake of amino acids other than tryptophan, resulting in a higher percentage of tryptophan available to be absorbed by the brain. On the other hand, high protein meals provide lots of amino acids and so tryptophan doesn't dominate – so less serotonin is made.

Slimming tips from 59 seconds

Start eating your meal at normal speed and then slow right down.

Use tall thin glasses.

Put food away – out of site – when not eating.

Concentrate on eating – don't get distracted.

Use small plates and spoons.

Keep a food diary.

Think about how much you'll REGRET not going to the gym

Use more energy during the day – don't use the lift etc.

Put a mirror in the kitchen.

Avoid multipacks.

The amino acid tyrosine manufactures the neurotransmitters noradrenalin and dopamine, whose positive effects we know about.

Exercise releases endorphins, which help to make us feel happier, calmer, and more alert. Exercise stimulates Corticotropin Releasing Factor (CRF), which suppresses appetite. Neuropeptide then 'tells' the body to eat 'good' food – so it can perform more exercise.

Even armed with this cognitive restructuring, clients (and us) may still suffer

Cravings can be avoided by:

- ◆ Knowing the triggers and avoiding them
- ◆ Avoiding emotional triggers – find a new hobby.
- ◆ Recognising eating habits – ask yourself, “Do I need to eat that now?”
- ◆ Taking plenty of exercise to burn off the calories
- ◆ Using distractions – and forget about food.
- ◆ Not denying yourself food – eat plenty of 'good' food. That's a balanced diet with vitamins and mineral salts.

So, what's wrong with the common diets people try – let's summarise:

- ◆ **Low-calorie diets** – boring, causes muscle loss (including heart muscle), doesn't change eating patterns once the diet is over.
- ◆ **F-plan diet** – boring, reduces absorption of nutrients.
- ◆ **Food combining** (eating protein and carbohydrates at separate meals) – no scientific evidence for any benefits.
- ◆ **High protein/no carbs** – can cause fat cells to accumulate more fat when the person concludes the diet.
- ◆ **Hip and thigh-type diets (low or no fat)** – the body needs Essential Fatty Acids (EFAs) for health (insulate nerve cells, keep skin and arteries supple, balance hormones, warmth). Prevents absorption of Vitamins A, D, E, and K, and carotenoids.
- ◆ **Heart (skinny) diet** – boring, no change to eating patterns once diet over.
- ◆ Atkins (high fat/low carb) – heart risk, problems with muscles, bad breath (ketosis).

So what we learn is that a high carb/low protein diet raises the brain's serotonin levels, which improves a person's mood and overall control of their diet. Eating little and often and regular exercise prevent mood swings. It seems like a lot of our work can be done for us! ■

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<http://en.wikipedia.org/wiki/Leptin>

Free radical v antioxidants

Free radicals are atoms or groups of atoms with an odd (unpaired) number of electrons in the outer shell that tend to be highly reactive and seem to cause ageing (senescence), degenerative diseases, and cancer. They are often formed when oxygen interacts with certain molecules.

Antioxidants are molecules that can safely interact with free radicals and terminate the chain reaction before other molecules are damaged. You get antioxidants from your diet – vitamin E, beta-carotene, and vitamin C.

Vitamin E – a fat soluble vitamin present in nuts, seeds, vegetable and fish oils, whole grains, fortified cereals, and apricots.

Vitamin C – a water soluble vitamin present in citrus fruits and juices, green peppers, cabbage, spinach, broccoli, kale, cantaloupe, kiwi, and strawberries.

Beta-carotene – a precursor to vitamin A (retinol) and is present in liver, egg yolk, milk, butter, spinach, carrots, squash, broccoli, yams, tomato, cantaloupe, peaches, and grains.

Other super foods rich in antioxidants include:

Prunes

Apples

Raisins

All berries

Plums

Red grapes

Alfalfa sprouts

Onions

Aubergine

Beans.

Other antioxidants that may help boost immunity include:

Zinc – found in oysters, red meat, poultry, beans, nuts, seafood, whole grains, fortified cereals, and dairy products.

Selenium – found in Brazil nuts, tuna, beef, poultry and fortified breads, and other grain products.



Chairman and Trustee: David Newton

David Newton founded the AfSFH and is an avid supporter of getting the word out to the public of what Solution Focused Hypnotherapy is all about. His inspiration brought the Association to life and has allowed us to flourish rapidly in our early days. His support of all that we do is greatly appreciated.



Company Secretary and Trustee: Nicola Griffiths

Nicola chairs and tries to keep control of our Executive meetings! She works closely with the Executive in order to push the Association forward. The bee in her bonnet is to support both newly qualified and experienced Hypnotherapists in their careers, so she comes up with many of the initiatives that help our members improve their businesses.



Trustee: Susan Rodrigues

Susan is our mainstay who oversees our Executive meetings to ensure we're on the right track! Her knowledge ensures that our brainwaves keep to the ideals (and regulations) of the solution focused world.



Assistant Company Secretary: Sharon Dyke

Not content to be Nicola's Deputy, Sharon has taken on the role of Risk Assessor AND taken charge of long term planning for the Association. So we now have a vision for the future – all she needs to do now is keep us focused towards our goal!!



Journal Editor: Penny Ling

Luckily for us, Penny was in publishing before she became a full-time Hypnotherapist. Working with a team of volunteers who submit articles, Penny (amidst occasional tearing out of hair) writes, designs and produces our amazing Journal which has received unprompted and excellent feedback.



Marketing: Debbie Pearce

Having decades of experience in PR, Debbie is in charge of the press releases and marketing ideas. She also works hard behind the scenes establishing relations with publications and organisations that will benefit the AfSFH as we move forward. She also brings a large dose of energy to the Executive which keeps us motivated!



Member Benefits Officer: Andrew Workman

Andy is responsible for obtaining discounts on products and services that you find on the Member Benefits page of our website. He approaches many many companies using his persuasive powers to encourage them to offer these discounts! We don't like to ask how he does it, we just leave him to it. . . .



Research: Claire Briggs

Claire Brigg is our Research Officer. She's newly appointed and is now busy acquainting herself with our needs for research so we can get good solid information out to the public and make them aware of how good solution focused hypnotherapy is.



Social Secretary: Julie Gibbons

Events Manager. Julie's job is to make us all happy, a job she does very well. She's in charge of organising our events such as the AGM and any parties and Conferences we hold, so whilst all serene above the water those feet are paddling away underneath!



Treasurer: Stephanie Betschart

The serious stuff, Stephanie looks after our money! She talks to our bank manager (scary) and has control of our cheque book – a very important role given we're a not-for-profit organisation so every penny is important!



Website Officer: Trevor Eddolls

Trevor, for his sins, is charged with updating the website and inspiring us with ideas to further progress the site. A challenging and key role as we grow bigger!



Administrative Secretary: Claire Rodrigues

Claire Rodrigues is our lovely Administrator who deals with all your queries and those of the public. She's amazing as she has to put up with us lot too, so she has her work cut out and we think she's great!