

now you've decided to stop smoking.....

Deciding to stop is the easy bit! What makes giving up smoking difficult is the withdrawal effects of removing nicotine from the body. These withdrawal effects include cravings, increased appetite, restlessness, agitation, irritability, sweating, breathlessness, palpitations and lack of concentration. Within a few days most people have gone back to smoking.

That's where the *buzz*STOP programme comes in to help you. You get electroacupuncture (EAP) to help you over the hump of nicotine withdrawal, and first class CBT (cognitive behavioural techniques) for the habits. Linked to CBT is our unique SNIFFSTIM technique which we teach you at the treatment session.

What's the *buzz*? The *buzz* is electroacupuncture (EAP). This is a modern technique in acupuncture, developed in an addiction clinic in Liverpool. It does not use needles at all.

What to expect. Tiny electrical pulses are applied to acupuncture points on the ear and leg. These trigger the release of chemicals in the brain which seem to reduce or abolish the pain of withdrawal, and help to switch off the addiction. The patient feels a slight buzzing or tingling on these points and a sense of deep relaxation. There are no worrying side effects and it is safe to drive afterwards.

Even very heavy smokers may only need one treatment.

.....feel the *buzz*

What the research studies say:

Two large pieces of research have shown how effective EAP is for smoking cessation.

Zhang reviewed several studies (nearly 16,000 smokers) and showed that an average effectiveness of 84% was produced by acupuncture and EAP.

Zhang X, Acupuncture in smoking abstinence; A five year review with analysis of reports on the treatment of 15,866 cases.
International Journal of Clinical Acupuncture. 1992;3(2):149-54

Heidary showed that 87% of smokers stopped with EAP. 62% stopped with just one treatment, another 14% with a second treatment, and one more session meant that another 11% gave up. Only 13% did not stop. This study was in smokers using 1-3 packs a day i.e. 20-60 cigarettes a day.

Heidary G, Electroacupuncture in the treatment of smoking. *Acupuncture and Electrotherapeutics Research.* 1989; 14(3-4): 328

What our patients say:

"I have not smoked since the treatment" 40-60 a day, 9 months later

"I think its amazing. I was slightly sceptical but I can't believe how easy its been. The treatment itself is relaxing and stress free and I haven't touched a cigarette since. Hooray!" 10 a day, 6 months later

"have not smoked since receiving treatment. Have previously had hypnosis (twice), acupuncture (with needles), patches and gum, but nothing previously worked. Still not smoking after 6 months." 20 a day, 6 months later

"It has been 100% successful. I have not had a cigarette since." 40+, 4 months later

"After 40 years of smoking I never believed I could stop. Having tried all other remedies yours was the only one which worked – fabulous. Still not smoking." 20 a day, 2 years later

These are some of the responses we had when we asked our patients to comment on the treatment.

Each of these stopped with just one session.

the facts...

This seems to be one of the most effective ways of giving up smoking.

Research shows success rates for EAP of 75-87%, and our results are in line with this.

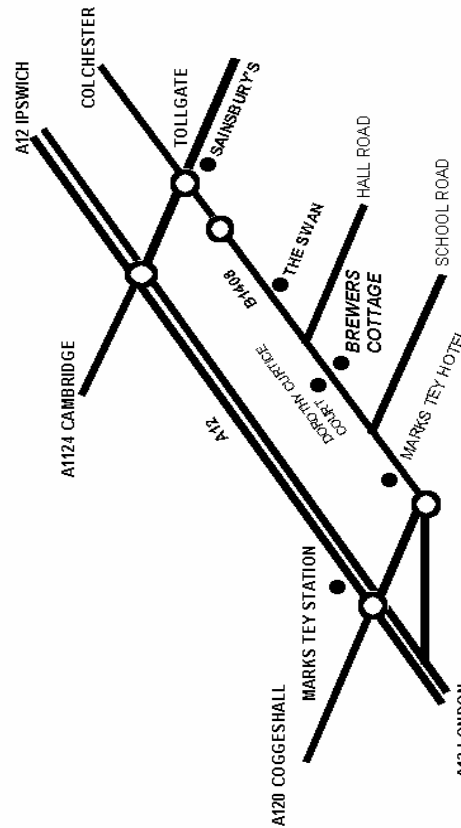
This compares very favourably with nicotine patches and Zyban where quoted success rates are between 11% and 28%.

Even with heavy smokers, more than half will stop with 1 session, although some need a second or, unusually, a third session of treatment.

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First session	£95
Second session	£75
Third session	£55

We can treat 2 patients at the same time with this approach. If you are happy to 'buddy up' and come with a friend, relative or partner, then you can save £10 per person for the first session.



Michael Monk qualified as a doctor from St Mary's Hospital Medical School, London, (now part of Imperial College), in 1970. He trained in General Practice in the Royal Navy, and then in Radiology at St Thomas's Hospital, before studying Musculoskeletal Medicine at the London College of Osteopathic Medicine. He has studied acupuncture with some of the leading authorities and has been using acupuncture for the past 25 years and electroacupuncture for 20 years. The techniques he uses for smoking cessation he learnt at a drug addiction clinic in Liverpool.

buzzSTOP 
electroacupuncture

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to help you
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