

# The Morpheus Clinic for Hypnosis

*Safe and effective hypnosis. Real-world results.*

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December 8, 2010

Dr. [Name]  
[Address Line 1]  
[Address Line 2]

Dear Dr. [Name],

Tis the season for presents, parties... and stress. The holidays are a time of celebration, but for many of your patients they can also be a time of weight gain, anxiety, and depression.

It can be a challenging time for both of you. They want to finish out the year happy and healthy and are looking to you, their trusted health care professional, to guide them there. But helping patients overcome their own self-destructive behaviours and beliefs can sometimes seem impossible.

## Hypnotherapy Can Help

Hypnosis is a modern, safe, results-based therapy that can help with many habits and problems caused or exacerbated by stress. Its acceptance within the larger medical community continues to grow, as study after study demonstrates the effectiveness of hypnosis when it's practised with a scientifically grounded approach.

Below are just two examples of the many ways hypnotherapy can produce positive outcomes:

***Smoking cessation.*** A study by the Texas A&M University System Health Science Center found that after a three-session hypnosis program, 81% of patients reported that they had stopped smoking, and 48% reported abstinence 12 months post-treatment.

***Weight loss.*** In a comparison of behavioural weight loss versus behavioural weight loss with hypnosis as an adjunct, a study published in the *Journal of Clinical Psychology* found that "at the 8-month and 2-year follow-ups, the hypnosis clients showed significant additional weight loss, while those in the behavioural treatment exhibited little further change."

For more information about hypnotherapy's demonstrated applications, be sure to read the enclosed summaries of more than 30 clinical studies.

## Introducing the Morpheus Clinic for Hypnosis

Hypnosis can be a powerful treatment tool, but only in the hands of a highly trained therapist.

And that's exactly what The Morpheus Clinic for Hypnosis offers. Founded in 2006, The Morpheus Clinic has already become one of Toronto's leading hypnotherapy centres. We provide practical,

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results-oriented treatment for patients interested in managing stress, overcoming anxieties and phobias, and ending bad habits. The therapists at The Morpheus Clinic are all registered members of the Association of Registered Clinical Hypnotherapists of Canada and have more than 1,100 clients to their names—not all hypnotists can claim such qualifications and experience.

## **No Wild Claims—Just A Realistic, Scientific Approach**

Some practitioners tout hypnosis as a miracle cure for all of life's many problems, large and small. Their outlandish claims have no basis in scientific research and, frankly, give hypnotherapy a bad name.

At The Morpheus Clinic, there's no room for the pseudo-science common among our peers. We take a strictly empirical approach and only work with those issues that hypnosis has been clinically proven to effectively treat. As with any form of therapy, we cannot guarantee specific results. We are, however, wholeheartedly committed to providing our clients with top-notch service tailored to their particular needs and goals.

And that commitment is clearly paying off. The Morpheus Clinic has received a 96% satisfaction rating among clients surveyed between April 2009 and April 2010.

## **A Chance to Help Your Patients Help Themselves**

As the director of the Morpheus Clinic, I am excited to share my knowledge of hypnotherapy's benefits with health care professionals such as yourself. I would be happy to meet with you to discuss how modern-day hypnosis can help your patients and perform a brief demonstration with you or your staff. I'd also like to offer a set of referral cards that you can present to your clients that will give them a substantial discount on our services should you both decide that hypnosis would be an appropriate treatment option.

If you'd like to give your patients the gift of health and happiness this holiday season, please call my direct line at 416-597-2729 or my assistant Quinn at 416-556-4068 to schedule a consultation or demonstration today.

Best regards,

Luke Chao  
Director, The Morpheus Clinic for Hypnosis

Enc: Hypnotherapy Study Summaries