

Lifestyle

AND THEY'RE OFF
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Time to give up

You've been banned from buses and barred from pubs. It's a good time to stop smoking, says **Jade Sermon**

► Health

NOW that the reality of a smoke-free Britain has set in and the romantic dreams of smoking al fresco have been washed away by our summer storms, isn't it time you finally, once and for all, stubbed out your last cigarette?

Before you scoff at the non-smoking idealist who has no idea how hard it is, you should know that I used to smoke 20 a day in my early 20s.

I have to confess I gave up fairly easily by replacing smoking with running, but I appreciate how difficult it is for confirmed addicts to really say goodbye to the cigs.

It's likely you've already tried patches, inhalers, nicotine-laced chewing gum, or any of the other remedies that are available.

While they have a 15 per cent success rate over a year — which is significant — that still leaves 85 per cent of you still huddled under that umbrella freezing your fingers off come January. The problem with these forms of assistance is that they do not deal with the psychological addiction, which for many is the biggest part of the problem.

LAST CHANCE

Your last chance saloon may just come in the form of Valerie Austin and her highly successful hypnotherapy technique.

Author of six books, amongst them *Stop Smoking In One Hour*, she claims a 90 per cent success rate and has many clients who regard her as their last chance to finally free themselves of the habit.

On the success or failure of hypnotherapy for giving up, Valerie says: "If you have had hypnotherapy and say it didn't work, that is like saying, 'I went to school and didn't pass my exams so school doesn't work'."

"If you have an excellent technique and a skilled hypnotherapist you can have a success rate of around 94 per cent to stop smoking, as I have."

CANNY INVESTMENT

Working out of a practice in Harley Street, Austin uses a combination of hypnosis and psychological techniques on her clients, and her successes are not only confined to stopping smoking.

She has treated more than 5,000 people to overcome many different addictions, phobias, obsessions and bad habits, but with the ban on smoking in public places now in effect she is committing more of her time to helping people quit.

As such she has now set up a course training specialists to use her technique in smoking cessation so it can be available all over the country.

Many consider seeing Valerie as a canny investment, as smoking will cost more in



Many people struggle to give up smoking even by using nicotine replacement therapy Picture: REUTERS

the long run. She charges £1,500 for a one-hour session with a follow-up if needed, and justifies the fee saying: "People pay for my success rate and travel from all over the world to see me."

To book an appointment with Valerie Austin call 020 7702 4900. www.stopUKsmoking.com

Dying Of Lung Cancer - The Facts

Lung cancer sneaks up on you. As many as 50 per cent of lung cancer patients have no symptoms, and can be terminally ill with stage 4 cancer (the last stage before death) before those symptoms start.

If you get lung cancer it is unlikely you will live longer than a year unless it is caught early but, as it is often without symptoms, this can be difficult and come too late.

HORRENDOUS PROCESS

Dying of lung cancer is a horrendous process, both for the patient and the family.

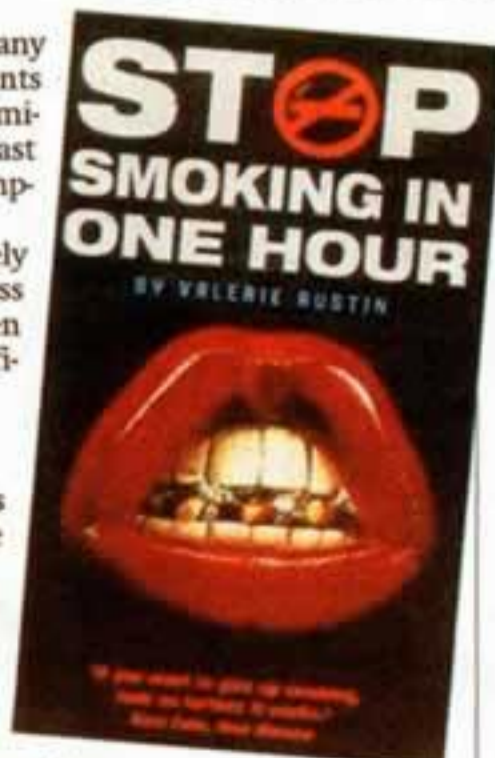
Depending on where the cancer spreads to, the patient can experience terrible pain in different parts of the body and will usually become dependant on morphine-type painkillers. As the tumours grow, they can become excruciatingly painful when they press on nerves and even break bones.

The patient will typically lose large amounts of weight and suffer from chronic

fatigue. They will find it increasingly difficult to breathe and may cough up blood at regular intervals.

Extremities start to turn purple as the body begins to divert blood to the major organs. Some people die suddenly if a tumour in their lungs haemorrhages, effectively drowning in their own blood.

This is a violent and shocking death to witness, as large volumes of blood will spew out of the mouth and nose.



Valerie Austin claims a success rate of 94 per cent

WELLBEING NEWS

In Brief



Drugs taken in combination work better against the AIDS virus

Fighting drug-resistant Aids

Two anti-retroviral drugs used in combination were successful in controlling drug-resistant HIV/Aids after six months of treatment, a new trial has found. The drugs, etravirine and darunavir (brand named Prezista), are both manufactured by Tibotec, a Johnson & Johnson company.

By week 24, patients receiving both drugs achieved better viral suppression than people who were only taking Prezista, according to the study, which was published in the medical journal *The Lancet*.

Prostate treatment trialled

Biomedical engineers have developed a new, minimally-invasive prostate cancer treatment which is about to be trialled on patients.

The new process has been developed at Virginia Tech and the University of California. A series of short, intense electric pulses are applied to cancer cells, increasing their permeability so that a permanent opening is created in the cell membrane and the cells eventually die.

Organic tomatoes better for you

Organically grown tomatoes contain higher levels of beneficial flavonoids, according to a new study from America.

It found that organic tomatoes contained higher levels of quercetin and kaempferol aglycones than their conventionally grown counterparts. Flavonoids are known for their antioxidant activity

Too much salt in sandwiches

Many sandwiches sold in Britain contain high salt levels, which can lead to cardiovascular problems such as stroke and heart disease, research reveals. Consensus Action on Salt and Health (Cash) analysed the nutritional content of 140 sandwiches and found that 41 per cent contained one-third of the recommended daily salt intake for adults.

LOSING YOUR HAIR?



At The Wimpole Clinic, the most advanced hair restoration centre in Europe, Dr Michael May F.R.C.S. has pioneered a permanent solution to male pattern baldness using advanced follicular unit transplant techniques.

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