

BECOMING SLENDER FOR LIFE

self-hypnosis
makes the difference



ROGER MOORE PHD

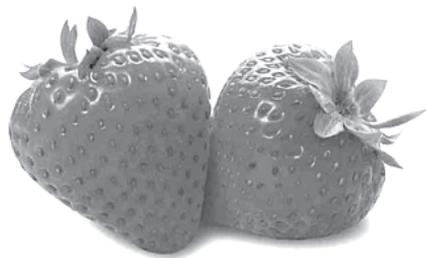
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DISCLAIMER

As always, before beginning any kind of weight release program, diet change or exercise program you should consult with your personal physician. Especially if you have any kind of medical condition. Do not change medications without professional advice. The information in this book is general and not to be taken as professional advice for your specific health problems.

The very best weight release results occur when the Slender For Life™ Hypnotic Weight Loss Program is used in conjunction with visits to a licensed hypnotherapist. However, for people who do not have access to a hypnotherapist, using this book and the companion CD set offers an effective alternative. If you are not achieving the results you'd like working on your own, then you are encouraged to supplement the program with visits to a hypnotherapist.

When strictly following a starch-centered diet with the addition of fruits and vegetables for more than three years, or if you are pregnant or nursing, then consult your physician about taking vitamin B12 each day.

This program easily adapts to any recommendations from your physician. You are ultimately responsible for deciding what foods you wish to include, eliminate or increase in your personal eating strategy. The program is easily modified for any desired lifestyle as shown in Chapter Five.



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WELCOME

To Slender For Life



Hi, I'm Roger Moore, MA, PhD, Director of the Slender For Life™ Hypnotic Weight Loss Program. Mastering the issues concerning healthy weight has been both a professional and a personal mission. As a baby I cried a lot. Mom took me to the doctor and he said, “Feed him.” Growing up, I was given a cookie anytime I felt anger, fear or sadness. I learned to use food to create feelings of love and acceptance, and I discovered how to use food to medicate or cover up uncomfortable feelings like hurt, anger, fear and loneliness.

As a result, I was overweight as a child and stayed that way into my young adult years. I didn't have the energy or coordination for physical activities. Whenever I dieted I could lose weight, but the moment the deprivation stopped, I always put as much or usually more weight back on. I finally realized that diets didn't work and I

**I was
overweight
as a child**



BEFORE

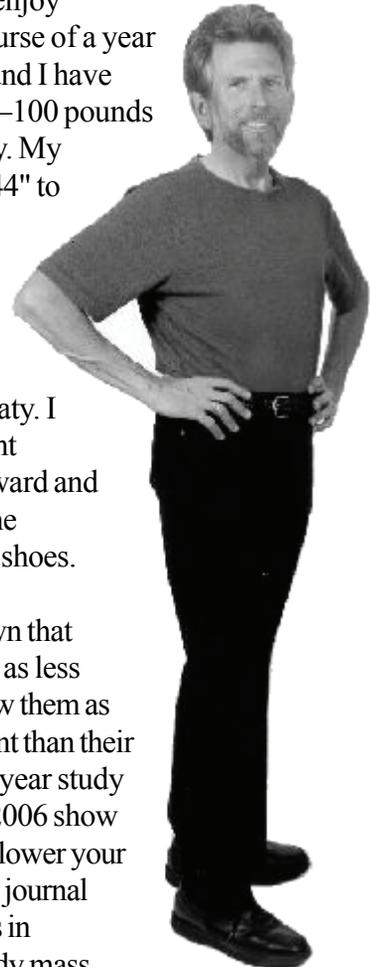
gave up. I felt hopeless and out of control. I promised myself I would never put myself through the pain of another diet. I figured I would just keep putting on the weight.

Then one day in a hypnosis class, I volunteered to be the subject for a weight loss demonstration. I didn't think it would work, but I began to notice some results. With several more hypnotic sessions, I changed my eating habits and I began to enjoy exercise. Over the course of a year I took the weight off and I have kept it off ever since—100 pounds of pain and lost energy. My waist size went from 44" to 32". I've been where

you may be now, desperate for a lasting solution, filled with self-disgust and hopelessness.

When I was heavy I hated to sweat, yet it seemed I was always sweaty. I had folds and creases where dirt and lint collected, sports like skiing were awkward and difficult at best and clothes did not fit me properly. It was even difficult to tie my shoes. Worst of all, people treated me with condescension. Studies have long shown that overweight people are often perceived as less intelligent and that employers often view them as less competent, successful and intelligent than their co-workers. And now results of a five-year study by the British government released in 2006 show that gaining weight can indeed actually lower your intelligence! The study, published in the journal *Neurology*, found significant reductions in cognitive function for people with a body mass index of 30 or higher.

I've been
where you
may be
now,
desperate
for a
lasting
solution



AFTER



But now—12 years later and counting—my life barely resembles what it did when I was fat. Hypnosis changed my life! I now love to workout and ride my bike, I climbed Mount Rainier and I've completed five marathons. Another result of my own journey is that I am passionate about assisting people in getting their excess weight off and keeping it off. The Slender For Life™ program can work for you too. I am rarely sick, I wear tight fitting clothes, and I now think of myself as a slender person. I am shocked when I see old photos of myself. I love the freedom that I have to hike, run and ride my bike. I have so much energy. Bottom line, I feel so much better about me!

Slender For Life™ was originally developed after seven years of research at Master Key Hypnosis Center in San Jose, California under the direction of Charles R. Beeson, C.H., R.H.A. Hypnosis had been used in weight release for over 50 years. Long-term follow up, however, showed no better results than the latest commercial weight release programs. It became his passionate challenge to create a comprehensive system using hypnosis that truly promotes change. I believe that basic objective has now been met.

I was certified as a Slender For Life™ Hypnotic Weight Management Specialist by Charles Beeson in February 1999. I saw the successful results of my clients and liked the program so much that my

business, Abundant Living Resources, LLC, purchased Slender For Life™ on January 1, 2001.

Every week with Slender For Life™, I learn something new that improves the program, and so it continues to evolve.

In addition, I furthered my studies and earned a Doctor of Clinical Hypnosis degree. For my full biography, please see the back of the book.

You want
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Say goodbye to the hurt

Congratulations on your wise decision to use the Slender For Life™ Hypnotic Weight Management System. You have obtained one of the most powerful weight release solutions ever made available. And, yes, I mean, *release*. You want to permanently release your excess weight, not lose it, after all, things that are lost can be found! The unconscious mind is very literal and it knows that if you lose something, you must go and find it. You never want to lug this weight around again! This program is designed to support you with putting an end to the hurt caused by being overweight. That's right, HURT. The emotional hurt from not being able to wear the clothes you want and look the way you know you can. The hurt from needing to opt out of physical activities with friends. The hurt and social stigma of being fat, chubby or pleasantly plump can destroy your self-esteem and self-confidence.

Sadly, the medical community is, for the most part, throwing in the towel with lifestyle changes when it comes to obesity. As reported in the Seattle Post-Intelligencer in 2004, this is the refrain heard from many medical doctors: "We can't get our patients to change their behavior—eating right and exercising—so we have to go strictly to the medications." More and more, overweight Americans are being prescribed drugs to treat the conditions that can lead to diabetes, heart disease and stroke. These are not drugs that help drop pounds. Instead, they allow people to maintain their unhealthy habits and sidestep early death. Medication is not the answer.

Art Caplin, a bioethicist at the University of Pennsylvania, put it this way: "The emphasis on drugs shifts responsibility from the individual, the food industry and society at large. People love to find a quick fix. They can say, 'Oh, well; I'm not indulgent; I'm just sick.'"

Being even moderately
overweight can put you at
serious health risk.

It puts significant strain on your heart causing angina and heart attacks. It can lead to hypertension, diabetes, high blood pressure,



cardiovascular disease, gall bladder disease and some types of cancer. When you release your weight and keep it off, you reduce these risks.

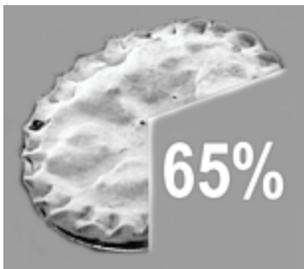
It is true that genetics certainly plays a role in obesity. Some of us are more predisposed to obesity than those lucky individuals who eat what they want, when they want, don't exercise and don't gain weight. But we can't play victim to our genetics. Even though obesity is a familial trait, I am the one that chooses what and how much I eat as well as how much time I spend sitting on the couch. I can choose to eat more healthily, turn the TV off and be physically active.



Obese individuals face a number of extra health challenges, including cardiovascular complications, high blood pressure, atherosclerosis, thrombosis and more. Obesity interferes with the body's ability to properly use the hormone insulin and control blood glucose levels, putting obese individuals on the path to type II diabetes. Excess weight also puts additional stress on joints, increasing your chances that you'll develop osteoarthritis. Individuals who are obese are at greater risk for several forms of cancer. Sleep apnea is often a challenge for obese individuals, and women who are obese later in life are at an increased risk of developing Alzheimer's.

Overweight children are apt to become overweight adults, and they face many of the same complications as adults who become obese later in life. We have a crisis with our children today. Due to obesity, this is the first generation that has a shorter life expectancy than our own.

So congratulations on taking the first steps toward ending your hurt and becoming slender for the rest of your life.



Diets work—briefly

Sadly, in the U.S. it's normal to be overweight. **Sixty-five percent of the US population is overweight.** It is now *abnormal* to be at a healthy weight in this country.

Americans are sitting around and eating themselves to death, with obesity closing in on tobacco as the nation's number one underlying preventable killer. There are countless diets

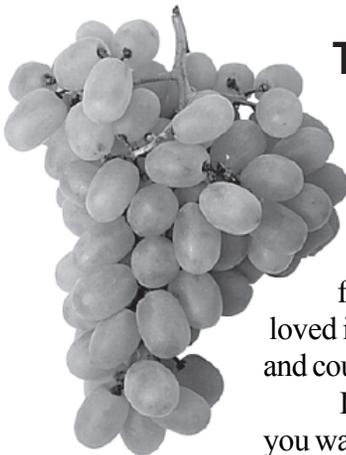
**You're
going up
against
years of
self-
defeating
habits,
beliefs
and
values.**

available today, and people can lose weight on most any diet, yet few people succeed in attaining their goal and *maintaining* that goal weight throughout their life. According to statistics from The National Eating Disorder Information Centre in Canada, 95 percent of people who lose weight regain it all within one to five years. Even people who have had stomach surgery struggle to keep the weight off and sometimes gain it back. The poster girl for gastric bypass surgery, Carnie Wilson, regained enough weight to land her on the Celebrity Fit Club show.

Now, if you're like most men and women who have struggled with their weight, you've already discovered that releasing weight is a relatively easy to understand process. Decrease calories, change your food choices and increase physical activity. You must burn more calories than you take in to let go of the weight, then you have to burn as many as you take in to maintain your ideal weight.

Easy to grasp. Not easy to do. Doing what is required in dieting often means deprivation, frustration and all of the physical and emotional discomfort that goes with it. You're going up against years of self-defeating habits, beliefs and values.

Then comes the day when, for whatever reason, you decide the diet is over. Slowly but surely you return to your comfortable old eating habits. Your exercise routine comes to a halt. The lost pounds and inches return. You wake up one day and discover you're still overweight. Worse yet, you weigh more than you did before you started your diet.



The ultimate solution

Imagine what it would be like if you could end your desire for sugary sweets and pastries? Imagine what it would be like if you replaced your preference for fried, fattening and fast foods with a greater desire for fruit, vegetables and salads? What would it be like if you could eat smaller portions and feel satisfied? If you really looked forward to exercise and loved it? What if you could stop stress, anxiety and boredom eating and could begin a new life of self-confidence and inner calmness?

If this described your behavior, you would be the thin person you want to be. And if these new behaviors became permanent

habits, you could maintain your ideal new body forever, couldn't you?

But the plain truth is: diets are not the answer. It's not about the food. So if taking the weight off and keeping it off is not about the food, then what is it all about?

With the Slender For Life™ program you can eliminate packaged meals, pills, shots, fad diets and even counting calories. This program is not about those things.

This is about control. Your personal control over your eating habits, emotions and daily lifestyle. It's about you taking back your power; the power that you gave away to food, people, work, life's events and circumstances.

Your empowerment is created by learning how to use the marvelous powers of your mind. As a result, you can gain permanent lifetime control over your weight and be the attractive, healthy, energetic and slender person you were born to be.

The solution is self-hypnosis

Every once in awhile, the phone rings and I hear a former client say, "Roger, I've put on weight, I am out of control, I need to get back in there." I always ask, "Are you using your self-hypnosis?" Not once have I ever heard the answer "Yes." The answer is always "No." It seems that human behavior is such that we stop doing what works for us when we get comfortable—when we've met our goal—and then we wonder why we're in trouble.

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You may not realize it, but we all move in and out of trance all day long. You naturally enter into trance when you are bored and when you daydream. There are TV trances—the advertisers count on it—and of course driving trances. I bet you've had the experience of driving a familiar route and suddenly realizing you have no memory of how you got where you are. You were driving in a trance state, induced by the lulling of the motion and sounds of your car. Then there's the trance that we all experienced as school children staring

out our school room windows. Even our negative self-talk such as: *I'm not good enough, I'm too fat, I'm too old, too young, not smart enough* or whatever our negative myths maybe, are also trances.



We do want to fit in, we need to belong, and the trance to be like everyone else is powerful. When others are dining on high-fat, high-sugar foods and high-alcohol gourmet meals, we want to do that too, and then we end up overweight. And then there are food trances. Eating too much too fast, losing yourself in chocolate trances, cookie trances, crackers and cheese trances.

All hypnosis is self-hypnosis. I, or any other hypnotherapist, can only be your tour guide. I cannot make you do anything you don't want to do. If I gave you the suggestion to rob a bank and bring me the cash, the only way you would ever entertain the suggestion is if you were already a bank robber. And if you were to really follow through on it, you still wouldn't bring me the cash. In order for hypnosis to work, the client and the therapist must be in agreement about the suggestion before it is made.

Hypnosis is not being out of control or being controlled by someone else.

Under hypnosis you are not behaving gullibly, you are not weak minded or unconscious. Hypnosis is an awake state, a state of relaxation, and it is imaginative exercise for your mind. Hypnosis is bringing your conscious mind and subconscious mind into rapport. Hypnosis is the ultimate form of self-control. Far from reflecting any mental deficiency, the ability to be hypnotized is a positive measure. The more intelligent you are, the easier it is for you to enter into hypnosis.

Hypnosis
is an
awake
state,
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relaxation

I teach clients a one-minute self-hypnosis technique allowing them to take back the power in their lives. The power they gave away to food, to people, to work and to living a full life. Hypnosis is about taking back your power. Every person I am in contact with who has successfully used the Slender For Life™ program assures me they use self-hypnosis several times a day, every day.

I have no magic pill

My job is not to cure or to fix you. I have no magic wand or mystical fairy dust. All too often, clients come looking for a therapist who can magically solve their problems. And when that does not happen, the client blames the therapist and says hypnosis did not work.

Change has to be a change in your relationship with yourself.



How to use this system

You will be most likely to have the best results by really absorbing each chapter and the appropriate CD tracks before moving on to the next. This may mean you spend several weeks on one chapter, and that's fine, but just be careful not to use this advice to remain stuck at a more comfortable point on the continuum to your goal. **Refer to the CD list at the back of the book for further instructions.** They are laid out in a progression designed to help you achieve your maximum level of success. Skipping around could very well sabotage your progress. If you want to read the whole book and listen to all the CDs quickly to get the big picture and then go back and spend more time with each one, that's okay, too. Though it's still not my recommendation for how to do this, I recognize that some of you just have to know where you're headed before you can immerse yourself in something new.

You can read the whole chapter then listen to the CD tracks or vice versa, or you may enjoy switching back and forth between them—it doesn't matter. What does matter is that you do both. The CDs are not an audio version of the book; they both have unique content. One is not a substitute for the other.

To start, you'll evaluate your readiness for change. Then you'll learn how to do self-hypnosis. Once that tool is in place, you'll uncover the challenges to your success that need to be resolved. After that, you'll examine the connection between your emotions and eating, and then you'll move on to discovering a better, healthier way of eating that will stop your food cravings. All along the way, listening to



CD NOTE

the CDs will enhance your learning experience, and you'll see how to create exactly the right hypnotic suggestions for yourself to support your healthy new choices. Ultimately, you'll understand how to stay with the program to reach your goal weight—and how to maintain it for the rest of your life.

Slender for Life™ has now worked for many men and women, and it can work for you. **I am convinced that using self-hypnosis is the key to maintaining an ideal weight.**



One of my former clients, Rhonda, sums up her experience like this: “It’s working for me. I feel so much better and in ways I didn’t even think I would. I’m more confident, because I know I look ‘normal’ now. No one classifies me as the overweight woman anymore. And some of my physical complaints have cleared up—notably bursitis in my hip. To say this has been a catalyst to change my life is an understatement!”

So, no matter how many times you may have failed at weight release and no matter what other programs you may have tried, you can be confident that you finally hold the key to unlocking your inner potential for successful weight release and lifetime weight control. **Let’s get started.**

My Best Wishes,

Roger Moore, MA, Ph.D.