



# Cindy Reese

Cindy Reese has decades of experience as both an educator and a journalist. She is also an enthusiastic environmentalist and has studied “environmental sustainability” at Temple University’s Ambler Campus. With an undergraduate degree in journalism from Temple University, Cindy worked as a public relations professional for nearly 14 years at both the Franklin Institute and Germantown Friends School. After receiving her Masters in Education from Drexel University, Cindy began a career in education, teaching 6th grade science and social studies in the Hatboro-Horsham School District for 19 years.

*When Cindy is not helping patients on the road to better health, she lends her expertise to area business and community groups as a guest speaker.*

## Her favorite speaking topics include:

- Transformation to a New You
- Transition – Lessons from the Ledge
- Changing Lifestyles: How to Evolve Healthfully (Mentally, Emotionally & Socially)
- Demystifying Hypnosis – “I Won’t Make You Talk Like a Duck”

**Contact Cindy to schedule an appearance by calling 215-782-8414 or by email at [thinthoughtsreese@gmail.com](mailto:thinthoughtsreese@gmail.com).**

Today, Cindy’s passion for educating and helping others has taken her on a different path. Through her work in the offices of Dr. Steven Rosenberg in Elkins Park, PA, Cindy helps people lose weight and/or quit smoking through hypnosis. Cindy first met Dr. Rosenberg when she was a patient in his 15/150 weight loss program, coupled with hypnosis. 50 pounds later and inspired by Dr. Rosenberg’s mindful process of weight management, Cindy became a registered hypnotist so she could help others achieve similar success. Under the direction and guidance of Dr. Rosenberg, Cindy helps clients embark on a journey to better health and nutrition.

Cindy is married to Merrill Reese, the well-known “Voice of the Philadelphia Eagles” and has two grown children. She enjoys golf, bird-watching, gardening, reading, traveling and can always be found with knitting needles or a crochet hook in her hands. She also continues to educate others, serving as an adjunct professor and supervisor to student teachers at Gwynned Mercy University.

**To learn more about Cindy’s services visit [www.quititnow.com](http://www.quititnow.com).**



# Contact Us

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# Frequently Asked Questions

Hypnosis is recognized by the American Medical Association and is often brought to the attention of the general public, as more and more people seek accurate, up-to-date information on the subject. Our goal is to share the advantages of hypnosis, dispel a few "myths" and answer some of the most frequently asked questions.

## **Is Hypnosis something new?**

No. Evidence of the uses of hypnosis date as far back as the Egyptian Dream Temples. Presumably hypnosis is as old as man himself, yet it is as modern as mankind is today. It is present in every phase of our lives - today, yesterday and tomorrow. Hypnosis is all around us - in advertising, public relations, selling and in all of our personal, social, and business contacts with others. Hypnosis is a part of the fiber of our society.

In the minds of many, the word "hypnosis" has connotations of magic, the supernatural or the occult. Many movies and works of fiction have contributed to these misconceptions.

After centuries of ups and downs, hypnosis began to come of age in the 18th century and, after years of trial and error, began to emerge as a science. Since World War II, experimentation and practice have led to rapid advances in our knowledge and techniques, spurred on by its acceptance in 1958 by the American Medical Association.

It is believed by most authorities on the subject that all hypnosis is really "self-hypnosis," a state that the subject produces himself with the teacher. It is a state of complete relaxation - both mental and physical. Hypnosis is not a medicine or cure. It is a powerful tool that may be used in therapy with wonderful results.

## **Can a person be hypnotized against his/her will?**

No. The operator must have the cooperation of the subject.

## **Will a subject perform any anti-social, criminal, or immoral act under hypnosis?**

Authorities agree that this is not possible - the subject would not do anything under hypnosis that he/she would not do in the waking state. This also applies to sexual acts.

## **Does a weak-minded person make a better subject than a strong-minded person?**

Strength of mind has nothing to do with it. A weak-minded person who resists is a poor subject. A strong-minded person who cooperates is a good subject.

## **Will I be asleep?**

No. A hypnotized person is very much aware of all that goes on – actually his/her senses are more acute than in the waking state.

## **Is it possible that a subject cannot be brought out of hypnosis?**

No. A simple suggestion of awakening is sufficient to bring a subject back to the waking state. Actually, if the hypnotist stops talking, the subject will soon awaken of his/her own accord.

## **Will I tell any secrets under hypnosis?**

No. Subjects reveal no secrets under hypnosis that they would not reveal in the waking state.

## **Can a person become addicted to hypnosis? Is it habit-forming?**

No. A person can resist hypnosis anytime he/she desires, regardless of how many times he/she has been hypnotized.

## **What is the “best” age for hypnosis?**

On average, age 14. Young adults ages 12 to 20 are generally excellent subjects.

## **Who can be hypnotized?**

It is generally agreed that anyone can be hypnotized to some extent. People will vary as to the depth of the hypnotic state acquired and the length of time required for conditioning.

## **What are the requirements of a good subject?**

The desire to be hypnotized, an ability to concentrate and a willingness to cooperate.

## **Is deep hypnosis necessary?**

For most purposes, no. One of the advantages of hypnosis is that many of the benefits may be obtained from the lighter stages.

## **Can “poor” subjects become better subjects?**

Yes. Repeated conditioning can improve the depth of relaxation.

## What is self-hypnosis?

It is hypnosis induced in a person by himself. He is trained to give himself the desired suggestions.

## What is hetero-hypnosis?

This is hypnosis as we usually speak of it. The suggestions are given by one person (the hypnotist) to another person (the subject).

## What are the benefits of self-hypnosis?

The simplest, but most important benefit is learning to relax. You may also develop self-confidence; control habits; overcome shyness; relieve insomnia; develop hidden talents; improve memory and concentration; put order into your life and work; and many others. Generally speaking, most of the benefits of hetero-hypnosis can be obtained through self-hypnosis.

## Can anyone learn self-hypnosis?

Any person of average intelligence who is willing to apply himself, can learn self-hypnosis.

## What are some of the benefits & applications of hypnosis?

- Improve selling ability
- Improve study habits
- Improve concentration
- Improve memory
- Improve self-confidence
- Develop natural abilities
- Reduce or stop smoking
- Relieve insomnia
- Stop fingernail biting
- Diet control
- Relieve tensions
- In police work
- In dentistry
- In optometry

## What can Hypnosis cure?

Hypnosis is not a cure. It should be viewed as a "tool" that may be used in therapy. The treatment of any problem of a medical nature must be supervised by a physician. We do not deal with problems of a medical nature without a doctor's referral, and then only under his/her supervision.

# Quit It Now Facts

Company:	Quit It Now
Founded:	1982
Founded by:	Dr. Steven Rosenberg, Ph.D.
Additional Staff:	Cindy Reese, licensed hypnotherapist
Services:	Hypnotherapy and other techniques to help patients with Smoking Cessation, Weight Loss, Sports Performance, Sleep Disorders and Stress Management

## Hypnosis Overview:

Hypnosis is a therapeutic tool used to produce a state of complete relaxation - both mental and physical. Accepted by the American Medical Association in 1958, hypnosis provides a vehicle for individuals to relax and reach their subconscious minds, where they can alter negative thought patterns and replace them with positive, productive ones. Hypnosis is a method of changing thought patterns to support the positive changes a person wants to make in his/her life.

## Key Facts About Hypnosis:

Hypnosis is a genuine treatment methodology. Hypnotherapy and stage hypnotism are nothing alike. A state of hypnosis is a very normal natural activity. Hypnosis is commonly used in people who want to:

- Overcome a problem
- Accomplish an objective

## Smoking Cessation: (statistics provided by CDC - Center for Disease Control)

Tobacco use remains the single largest preventable cause of death and disease in the United States. Cigarette smoking kills more than 480,000 Americans each year, with more than 41,000 of these deaths from exposure to secondhand smoke. Smoking-related illness in the United States costs more than \$300 billion a year, including nearly \$170 billion in direct medical care for adults and \$156 billion in lost productivity.

Hypnosis is a proven and effective method for quitting smoking. Through a relaxed state, a patient will be able to reach his/her subconscious level and change the way he/she thinks. In a truly relaxed and focused state, patients become willing to accept the suggestions that will lead them to a smoke-free life.

Dr. Rosenberg has helped nearly 45,000 people stop smoking, both individually and in group programs.

# Quit It Now Facts

## **Weight Loss:** (statistics provided by CDC and JAMA)

More than one-third (34.9% or 78.6 million) of U.S. adults are obese. Approximately 17% (or 12.7 million) of children and adolescents aged 2-19 years are obese. Obesity-related conditions include heart disease, stroke, type-2 diabetes and certain types of cancer - some of the leading causes of preventable death. The estimated annual medical cost of obesity in the U.S. was \$147 billion in 2008 U.S. dollars. In the same year, medical costs for people who were obese were \$1,429 higher than for people of average weight.

Hypnosis is an effective method for weight loss and maintenance. Through a relaxed state, a patient will be able to reach his/her subconscious level and change the way he/she thinks about food and eating. Coupled with Dr. Rosenberg's 15/150 nutrition program, hypnosis is a proven and effective treatment protocol for people who want to lose weight and keep it off.

Dr. Rosenberg has worked with more than 5,000 weight loss patients to help them on their journey to better health.

## **Sports Performance**

Hypnosis and visualization are two treatment techniques employed by Dr. Rosenberg to help athletes to improve their game. Hypnotherapy is a proven technique for bringing about positive change; developing new habits; and eliminating unhealthy or unproductive emotions, habits and behaviors.

Hypnosis helps athletes work at the unconscious level to overcome issues of self-doubt, which may keep them from moving to the next level in their sport. Hypnosis can help athletes overcome anxiety, improve focus, refine game skills, perfect techniques and develop a level of self-confidence which will enable them to achieve success in ways they never imagined.

Dr. Rosenberg uses hypnotherapy to help athletes prepare for success and triumph in the same way that practice trains their bodies to meet their goals. Hypnosis allows an athlete to approach his/her sport with mental focus. Athletes learn to relax, follow their instincts and let their bodies deliver the techniques and skills they possess without worrying about them.

Through hypnotherapy, Dr. Rosenberg has helped more than 500 golfers and other athletes - both professional and amateur - achieve their performance goals and rise to the top of their game.

## Stress Reduction

According to a 2012 survey by the American Psychological Association, 69 percent of U.S. adults reported experiencing physical symptoms of stress during the previous year.

Of those surveyed, 20 percent reported extreme stress levels of 8, 9 or 10, on a 10-point scale. Young people experienced a great deal of stress – 39 percent of Millennials said their stress had increased in the last year, compared to 36 percent of Gen-Xers, 33 percent of Boomers and 29 percent of Mature Adults.

When stress levels get too high, an individual is likely lose the ability to function effectively. For a person operating at his/her individual limit all the time, any additional stress, however small, may cause a feeling of being completely overloaded or out of control.

Hypnosis is a well-documented treatment tool for helping people overcome negative stress, fears and pain that can profoundly impact their lives.

### Key things to consider:

- Is your response to stress appropriate?
- To what degree is stress infiltrating other aspects of your life?

### Symptoms of negative stress include:

- Increased irritability
- Heightened sensitivity to criticism
- Signs of tension, such as nail-biting
- Difficulty getting to sleep or waking up
- Drinking
- Smoking
- Indigestion
- Loss of concentration

Hypnosis and suggestion therapy can enable a person to reduce worry or anxiety and feel more in control. Hypnosis can help a person achieve a greater sense of self, boost self-confidence and raise self-esteem.

Dr. Rosenberg has treated more than 600 patients using hypnotherapy and other techniques to help them manage and overcome stress.

### Stress triggers include:

- Loss and bereavement
- Divorce and separation
- A child leaving home
- Long-term illness and disability
- Marriage
- Relocation
- Beginning a new job
- Holidays
- Work

### Dr. Steven Rosenberg is the author of:

*15-150 Secrets To Simple Dieting*

*I Hope the Hell I Win! Turning Hope Into Reality...How Winners Win!*

*Audio recordings on subjects ranging from weight loss to building self-esteem*



# Dr. Steve Rosenberg

## Smoking Cessation

King James I said it best, "Smoking is hateful to the nose, harmful to the brain, and dangerous to the lungs." Steven Rosenberg, Ph.D, could not agree more.

A psychotherapist with a life-long interest in the human mind, hypnosis and mind control, Dr. Rosenberg was himself a THREE-PACK a day smoker for many years. After seeing his father suffer with and later die of emphysema, Dr. Rosenberg not only fulfilled a promise to his dad to stop smoking, but went on to help others do the same.

When Dr. Rosenberg is not helping patients on the road to better health, he lends his expertise to area business and community groups as a guest speaker. His most popular speaking topics include:

- Stop Smoking Your Life Away
- Weight Loss – The Key to a Healthier and Happier You!
- Using Visualization to Improve Your Life
- Meditation and Mindfulness for Self-Improvement and Mind Clearing
- Find Your Happy Place – How Changing the Way You Think Can Change Your Brain Chemistry

Today, almost 40 years later, Dr. Rosenberg has helped nearly 45,000 people kick the habit. He has worked with patients who have tried all of the available treatment options, including nicotine patches, lozenges and cold turkey, yet he knows first-hand that for many smokers it takes much more to kick the smoking habit once and for all. Through his proven techniques that include behavioral therapy, one-on-one and group sessions, best-selling books and audiotapes, Dr. Rosenberg has made a tremendous difference in the health and lives of his patients.

A graduate of Temple University and Southwest University, Rosenberg was named "Best Bad Habit Eraser" by Philadelphia Magazine's Best of Philly 2010 and has been featured on CBS Television and other media outlets. He wrote *15/150 Secret to Simple Dieting*, *Quit It Now and Forever*, and *I Hope the Hell I Win! Turning Hope Into Reality...How Winners Win!* In addition, Dr. Rosenberg spearheaded The Great American Smoke Out in Philadelphia from 1995 to 2008.

### Testimonials

*"He put me under hypnosis and told me everything I would think about cigarettes. His description was vile. When I woke up, I felt very relaxed and then, when I smelled cigarette smoke, I felt nauseated. I've never gone back to smoking."* - **Carol Feldman**

*"Since using Quit It Now, I feel healthier. I can breathe better. I accomplish more. My physical endurance is greater. I feel more in control of myself. I don't have a habit that rules me."* - **Susan Smith**

Contact Dr. Steven Rosenberg, Ph.D. today at 215-782-8414 to schedule a presentation for your company, organization, club, or group.

[www.quititnow.com](http://www.quititnow.com)



# Dr. Steve Rosenberg

## Sports Performance

Muhammad Ali once said, "Champions aren't made in the gyms. Champions are made from something they have deep inside them – a desire, a dream, a vision." Yet, athletes are not just facing an opponent, a finish line or an opposing team. They also face self-consciousness, motivational issues, nervousness and anxiety that can have detrimental effects on their performance.

It takes a special kind of professional to help athletes recognize and realize that which is deep within them. Psychotherapist Steven Rosenberg, Ph.D., a graduate of Temple University and Southwest University, has had a life-long interest in the human mind, hypnosis and mind control. As the team psychotherapist of the Philadelphia Flyers and throughout his 30 year career in private practice, Dr. Rosenberg has helped both professional and amateur athletes bring their "A-game" to every meet, race, game and match.

In addition to maximizing their potential through physical conditioning and diet, more than 500 golfers and other athletes have turned to Dr. Rosenberg to achieve and maintain peak performance through the use of visualization and hypnosis. These techniques are extremely effective because the brain does not distinguish between real and imagined experiences - it is all the same physiologically. "Visualization is the key to performing well and enjoying what you are doing," says Dr. Rosenberg. "It is a mental rehearsal. When visualizing a golf swing or a basketball shot, muscles and nerves react. When it is time for the real thing, muscles and nerves have been trained and are ready to perform."

When Dr. Rosenberg is not helping athletes on the road to attaining peak performance, he lends his expertise to area business, athletic and community groups as a guest speaker. His most popular speaking topics include:

- Using Visualization to Improve Your Life and Your Game
- Meditation and Mindfulness for Self-Improvement and Mind-Clearing
- Find Your Happy Place – How Changing the Way You Think Can Change Your Brain Chemistry and Improve Your Game!

Dr. Rosenberg has been featured in the Philadelphia Inquirer, Philadelphia Magazine, GQ Magazine, ABC Television and CBS Television. He is the author of 15/150 Secret to Simple Dieting, Quit It Now and Forever, and I Hope the Hell I Win! Turning Hope Into Reality...How Winners Win! To learn more about his work, visit his website: [www.quititnow.com](http://www.quititnow.com).

### Testimonials

"I've had the pleasure of working with Dr. Steven Rosenberg during his association with the Philadelphia Flyers Hockey Club. I have worked with Steve on relaxation, visualization, mind clearing, and other mind conditioning techniques. I would like to thank Steve for helping me achieve my maximum potential as a professional athlete." - **Mark Howe, Philadelphia Flyers**

"I have been a patient of Dr Steven Rosenberg since 1988. Dr. Rosenberg has helped me and continues to help me with the mental side of golf. I have won 67 individual Philadelphia PGA Section Tournaments and played in 10 major championships on the PGA Champions Tour. Through Dr. Rosenberg's expertise and use of hypnosis I am able to stay positive, focused and visualize successful outcomes. Simply put, my training with Dr. Rosenberg has conditioned me to be in the best frame of mind to compete in golf at the professional level. I owe much of my success in golf to Dr. Rosenberg."

- **George Forster, PGA Head Golf Professional, Radnor Valley Country Club**



# Dr. Steve Rosenberg

## Weight Loss

It has been said that, "Your body can do anything; it's your brain that you have to convince." No one knows that better than psychotherapist Steven Rosenberg, Ph.D. A graduate of Temple University and Southwest University with a life-long interest in the human mind, hypnosis and mind control, Dr. Rosenberg's passion for bettering the lives of others has enabled him to help more than 5,000 people lose weight and keep it off.

Dr. Rosenberg coaches his patients that there is more to weight loss than just reaching a specific number on a scale. It is about changing your mindset so that you can keep the weight off. One step toward achieving this goal is examining the factors that lead to the weight gain in the first place. From there, Dr. Rosenberg's weight loss program has a two-pronged approach. First, a doctor-supported Ketogenic Diet which increases the patient's fat and protein intake and decreases their carbohydrate intake. Added benefits of the Ketogenic Diet include a reduction in symptoms of epilepsy, diabetes, Alzheimer's Disease and cancer.

Secondly, there is Dr. Rosenberg's Super Mindfulness Program, a custom-designed plan targeting a client's specific needs so that he/she can reach a desired weight loss goal and maintain it. The Super Mindfulness Program includes hypnosis to help raise the patient's awareness and change his/her thought patterns about food and eating. Nutrition and exercise are not enough to keep the weight off. Motivational guidance with trained professionals leads to increased mindfulness, which will help to make permanent weight loss a reality for patients who struggle with diets, exercise fads and other weight loss methods.

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### Testimonials:

*"Dr. Rosenberg's program changes the way you think about food. I lost 50 pounds on his 15/150 plan with hypnosis. It is an easy program to follow - it is all about making mindful choices. Dr. Rosenberg's 15/150 plan changed my life." - Cindy Reese*

*"Dr. Steve has guided me to a 55 lb weight loss (so far!). Ideal Protein is amazing - the easiest, healthiest diet ever - and he provides just the right combination of support and expert advice. Truly life-changing! I have found the program greatly successful for me. With minimal difficulty, I changed my eating and exercise habits to ones that are quite doable and certainly more healthful. Inside of two months, I exceeded my weight loss goal of 20 lbs. To boot, my body has reprogrammed itself to easily maintain my new weight. I am so very grateful to Dr. Rosenberg, and have referred several of my patients to him for weight loss and smoking cessation." - Deborah Jenkins*