



Mark Twain so poignantly stated that, "Quitting smoking is easy. I've done it a thousand times."

Many Americans relate to Twain's sarcasm since they know first hand that quitting smoking is one of the most rational decision they will ever make, but ironically, it is also one of the most difficult. Making the decision to quit smoking is taking steps closer to living a healthier and more satisfying life. Philadelphia based psychotherapist and hypnotherapist, Dr. Steven Rosenberg, has built his career by helping people take control of the out-of-control aspects of their lives, most often aiding people in their desire to quit



smoking. "Hypnotherapy has been so successful in helping people quit smoking because it targets the core of the addiction; the subconscious. By getting to the subconscious mind, which is strongest tool at our disposal, you really enable yourself to control the addiction and eradicate the habit from your life." The physical addiction to nicotine wanes after a few days, it is the mental addiction and the comfort of the habit that inhibit most smokers from quitting successfully.

Whenever we want to break unwanted habits, we need a push to do so. We need an easy way to kick-start the change and motivate us to stick with it. The New Year is the perfect opportunity. Says Rosenberg, "My goal is always to teach people how to take control of this habit and end the addiction."

With the hardcore facts about the effects of smoking readily available and public knowledge, it is hard to wrap our heads around the fact that so many American's still smoke. Rosenberg's theory is that "People don't look at smoking as being something that's so bad. You can't immediately die from smoking - you can smoke for years and have no ill effects from it, but in the long run the damage is irrevocable." When encouraging a loved one to quit, Rosenberg suggests not only reinforcing how this change will impact your life, but more so how it will impact the life of the smoker, "Nicotine is 10 times more addictive than heroine, and a hard habit to break because so much energy is exhausted feeding all components of the addiction. It isn't just a physical addiction; smoking is a mental addiction, a way of life for many. Cigarettes have been there in the good times and the bad, and many people associate quitting with ending a significant relationship." 2009 is just the right motivator people need to take the first step in controlling their addictions and changing their lives.

Dr. Rosenberg works as a psychotherapist and hypnotherapist in Elkins Park. He has helped thousands of people quit smoking and helps numerous people build their self-esteem, succeed in weight loss and eradicate negative thinking from their waking reality of life. Call (215) 782-8414 or visit www.quititnow.com for more information.