



Clinical Hypnosis Day Advertising Sample

Clinical Hypnosis Day will be celebrated on May 23rd, coinciding with the birth date of Franz Anton Mesmer, an instrumental figure in the history of modern hypnosis. This day of recognition, sponsored by the American Society of Clinical Hypnosis, in coordination with the Society of Clinical and Experimental Hypnosis and the International Society of Hypnosis is a campaign to educate and increase public awareness of the benefits of clinical hypnosis across multiple health disciplines including medicine, surgery, dentistry, and behavioral health.

Unfortunately, for some, hypnosis conjures images and expectations of passive, if not weak-minded people under some “spell” mindlessly obeying the commands and suggestions of an all-powerful “hypnotist.” Nothing could be further from the truth when it comes to clinical hypnosis. In fact, many professional clinical hypnosis societies and organizations that offer training for licensed health professionals maintain that all hypnosis is self-hypnosis. Ultimately, effective hypnosis empowers people to utilize their own personal resources that promote health, recovery from illness, and management of unwanted behaviors.

Clinical studies over the past several decades have consistently demonstrated the benefits of hypnosis for treating and relieving a multitude of human concerns including, but not limited to generalized anxiety, depression, unwanted habits, chronic and acute pain, and phobias.

Clinical Hypnosis Day: May 23rd. Put it on your calendar and look for events in your local community.

For more information on Clinical Hypnosis Day and special events planned in your community, please visit www.asch.net.