

The Annual Rite of New Year's Resolutions

The beginning of any New Year is time for celebration, as we commemorate the passage of an old year to make way for celebrating new one. It is a time when we believe in our own wondrous future, one that holds so much promise and potential. It is also a time of letting go of those few regrets the passing year held, glad to see some things pass into history.

The new year is also a milestone, one that many of us use to re-commit ourselves to being healthy, to get fit, lose weight, stop smoking. Fitness centers see their biggest membership rush during the first month of a new year, and yoga and Pilates classes swell with participants. Diet foods disappear quickly from grocery shelves and fitness magazines vanish from bookstores. This is the time many people say that their last cigarette has just been snuffed out, that rippling abs are their new vision for the future.

Self improvement, goals, and making plans for dreams to become reality is wonderful, but can become discouraging if those dreams slip away, if the cigarettes reemerge, the gym becomes a vague memory and the pounds creep on once again. Failure can cement itself to our self image, and some might give up trying at all.

Don't give up! Get help. Find a partner to join you at the gym, to support you in your goals and to check in with you when they hear you start to compose convenient excuses to abandon your plan. Consider enrolling in a structured program, one that will start you out right and support you along your path to a successful end, goal completed. You can do it, and you need not do it alone.



Needling Me to Quit Smoking

One approach to quitting smoking involves Traditional Chinese Medicine and Acupuncture. By choosing specific points on the body, especially around the ear, Dr. Suzanne Swarengen at Alternative Health Clinic in Myrtle Beach and Conway can help. Acupuncture can assist in resolving many types of addictions, including smoking, with minimal withdrawal symptoms and no side effects, unlike pharmaceuticals.

Within the external ear are points that correlate to each body system, organ, and area. Manipulating these points will correct issues that affect those areas that they are associated with. Smoking cessation protocols that use acupuncture were developed by the Lincoln Hospital in South Bronx, NY many years ago, and are now used worldwide. Today, there are more than 1500 clinical sites that are part of the National Acupuncture Detoxification Association, a nonprofit educational association that promotes acupuncture as an adjunctive treatment to other addiction therapies.

In the case of smoking, acupuncture points for the lung, liver, mouth, sympathetic nervous system, and a calming point called Shen Men are used. The point prescriptions can be tailored to address other addictions as well, such as compulsive eating for weight loss. Laser treatments, also offered at Alternative Health Clinic, typically use these same auricular points.

Dr Swarengen recommends at least three weeks of treatment, three times per week. During these treatments, the client is guided through a process that will enable them to completely quit smoking or lose weight, if that is their goal. Many people may also receive herbal formulas to supplement the process. Can you envision success by February?

Start out the New Year Clean

Hippocrates once said, "The natural healing force within each one of us is the greatest force in getting well." A purification program will unleash that healing force and allow you to embark on



a journey towards better health.

Purification, detoxification or cleansing is the process of clearing toxins from the body, from the inside out. The liver, digestive tract, kidneys, bladder, lymphatic system, lungs, and skin are the major systems and organs that are involved in the process of neutralization and elimination of toxins. Because we are exposed to high levels of toxic substances and chemically-treated, synthetically-produced food, purification is needed over and above what the body does naturally. At Alternative Health Clinic, Dr. John Cochran utilizes a purification program that includes whole food supplements and pure food and water to give the body the materials it needs to purify and rebuild itself naturally. The program places an emphasis on the liver and colon because these two organs play a major role in supporting the digestive system.

Even the most careful of us, those who eat organic and raw food and exercise regularly, can admit to holiday indulgences. A few sweet treats, a cocktail or two, some overly processed food, even something that was totally delicious but completely unidentifiable... remember that party tray at the neighbor's Christmas gathering?

Besides food, exposure to environmental toxins, those things that we have touched or inhaled from cosmetics, household cleaners, smoke and fumes, can accumulate in the body's organs and cells. This toxic accumulation can contribute to weight gain, insomnia, digestive trouble and discomfort. Dr. Cochran recommends joining one of the purification classes held every other month in either the Myrtle Beach office at 4810 N. Kings Highway or at the Conway location at 1705 Highway 501. The program consists of five classes and three weeks of cleansing. Alternative Health Clinic can support you in getting through your program and on the way to a new body for the New Year.

Change your Thoughts to Change your Life with Hypnosis

Most people have an idea what hypnosis is, and most of the time, those ideas are completely wrong. Hypnosis does not make you go to sleep, and the goal is not unconsciousness.

Hypnosis is not supernatural or mystical. It does not weaken a person's will nor does it take away self control. You are always aware of what is going on and you will never accept a suggestion in hypnosis that is against your own belief system. What hypnosis does is to allow you to loosen the control systems that you use to limit yourself, allowing you to reach past these barriers and ultimately attain your goals.

Hypnosis is communication and conversation in a state of deep relaxation. In this state of focused concentration, your consciousness is more receptive to ideas and goals, and more able to accept the changes necessary for transformation. Hypnotherapy helps you concentrate on your own goals and ideas, while excluding any limiting thoughts, until



you can see them as a reality in your mind. There is an old saying, "Anything you can conceive and believe you can achieve," but believing is problem for many people. Hypnosis helps clear away the negative thoughts and fears that keep you from believing. Whether you need to stop smoking, lose weight, or simply need a boost in confidence, hypnosis can help you create the belief system that will empower you to be successful.

Pat Burrell, RN,

CHT and hypnotherapy instructor, has successfully used hypnosis for weight loss and smoking cessation for clients over the past 20 years. Pat's anti-smoking program includes three sessions, and has shown success in more than 70% of her clients. The weight reduction program includes five to seven sessions, and also has a very high success rate.

Shape-up Clinic

Instead of a work-out partner at the gym, you can get a whole work-out team. There's no quitting when the team is depending on you, and if you need training to lose fat and gain muscle, just ask your personal team trainer. It helps that this trainer also happens to be a competitive body builder. Jesse Yodice at the Urban Studio in Little River offers "The Clinic," which uses his studio, equipment, network of experts and team of personal trainers to make sure you and your team achieve those New Year fitness goals.

"We're bringing in experts that will teach the group how to eat right and take care of themselves so that they will really see results," explains trainer Ken Plotz. "We'll show them how to keep food logs, a journal of everything they eat through the day, so we can check their caloric intake and help people manage their diets." In The Clinic, each person will get the attention they need, customized for their abilities, and clients will be assigned to groups that fit their needs and goals. Although this intensive clinic sounds like a program for the Hollywood elite, it is actually very reasonably priced and includes informative workshops on diet, chiropractic care, nutrition and health.

If it Tastes Good, Can it be Good for You?

Any trainer will tell you that if you don't eat right, you can't make the gains you work so hard for in the gym. If slimming is your goal, starving won't result in long lasting, healthy weight loss. The problem is, so many of us just don't know how to prepare healthy food with the right balance of nutri-

ents and calories that we need to reach our goals.

Emma Ware is a Certified Nutritionist, homeopath, herbologist and Zone Diet weight loss specialist who once owned her own health food café. Consider her as an expert who will help plan your meals, then shop with you, helping you select the right foods. She will show you the healthiest ways to prepare it all as you learn how to judge appropriate serving sizes. Most importantly, you will learn how to make healthy meals that are fresh and delicious, meals that the whole family will enjoy.



New Year's resolutions may be short lived and forgotten before spring, but the Grand Strand offers the structured programs and expert support that can help you achieve your goals in less than the eight weeks it takes to the next Groundhog Day celebration. Make 2008 the year that you changed your life. Whether you need to quit smoking, lose that belly, or just get into shape and start to really feel good as you greet every day, make this your year, the start of a path that you truly enjoy.

Alternative Health Clinic,

Drs. Dong, Cochran and Swearngen
4810 North Kings Highway, MB, (843) 692-9243
1705 Highway 501, Conway, (843) 347-5445
See ad page 11.

The Urban Studio-Little River, Jesse Yodice
1300 Highway 17, Little River, (843) 602-3330
See ad page 2.

Pat Burrell, RN, CHT of Beach Babys Doula Services
Myrtle Beach and Surrounding Areas, (843) 272-8673
See ad page 12.

Emma Ware, CNC, CCH of Waccamaw Family Medicine
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See ad page 28.

For additional support, see the Community Resource Guide on page 36.