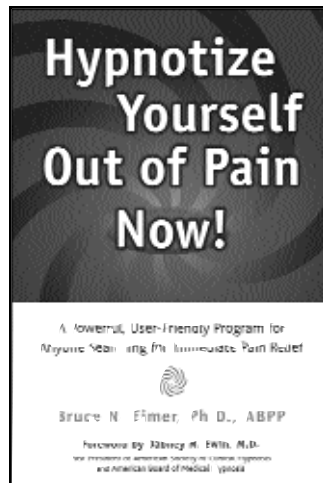


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5674 Shattuck Avenue, Oakland, CA 94609

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Lorna Garano 510-652-0215 X107/lorna@newharbinger.com

We are pleased to announce the publication of . . .



Hypnotize Yourself Out of Pain Now!



A Powerful, User-Friendly Program
for Anyone Searching for
Immediate Pain Relief

Bruce N. Eimer, Ph.D., ABPP

Hypnosis will not make your squawk like a chicken or bark like a dog, but it can make you say “ahhh, that feels better” the next time you’re in pain.

TABLE OF CONTENTS

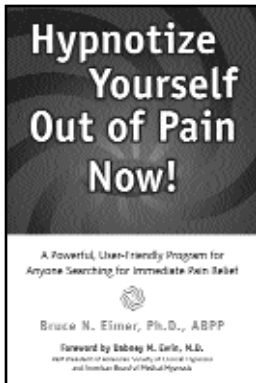
About <i>Hypnotize Yourself Out of Pain Now!</i>	page 2
Story Ideas.....	page 2
Suggested Interview Questions.....	page 3
About the Author of <i>Hypnotize Yourself Out of Pain Now!</i>	page 4
What’s Been Said about <i>Hypnotize Yourself Out of Pain Now!</i>	page 5

*Please consider this helpful new book for review,
for excerption, and for your booklist.*

HYPNOTIZE YOURSELF OUT OF PAIN NOW!
ITEM HYOP ISBN 1-57224-280-9, (PAPER), \$14.95, 207 PAGES
AVAILABLE AT BOOKSTORES OR FROM THE PUBLISHER,
1-800-748-6273 WITH VISA OR MASTERCARD
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Research shows that chronic pain often turns into a vicious mind-body loop that plunges sufferers into a self-perpetuating cycle of discomfort.

Hypnotize Yourself Out of Pain Now! is the first-ever guide to teach chronic pain sufferers how to interrupt the pain loop and reduce, control, or eliminate pain on their own. Hypnosis and chronic pain specialist Bruce Eimer, Ph.D., ABPP, demystifies hypnosis and teaches readers the skills they need to tap into this powerful innate ability and use it to reduce pain and suffering. Readers choose the method of self-hypnosis best suited to their individual coping style and learn how to use a variety of powerful tools that provide immediate relief.

Because those with chronic pain have often suffered through countless doctors and treatments with little success, Eimer, a chronic pain survivor himself, provides copious and realistic advice to help readers build confidence in their ability to take charge of their pain, and in turn, no longer feel trapped and helpless.

Story Ideas for **Hypnotize Yourself Out of Pain Now!**

- How a chronic pain sufferer and clinical psychologist found relief with hypnosis
- Suffering is optional: Using self-hypnosis to reclaim your life when you have chronic pain
 - Hypnosis: Myth and Reality
 - Can self-hypnosis relieve low back pain?
 - Can self-hypnosis relieve migraine pain?
 - Closing the "pain gate" with self-hypnosis

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Suggested Interview Questions for **Hypnotize Yourself Out of Pain Now!**

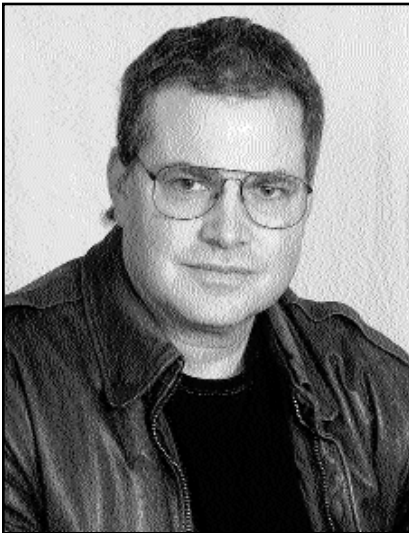
1. For many people the word "hypnosis" evokes swinging pocket watches and nightclub performers who induce their audiences to do bizarre things. Why don't we start by clarifying what hypnosis is and isn't?
2. After a car accident in 1993 you began to experience chronic pain. How did this change or affect your understanding of the impact of chronic pain on an individual?
3. What are the different types of pain?
4. In your book you say that "pain may be mandatory but suffering is optional." Can you explain this?
5. What is the "pain gate" and how can self-hypnosis help close it?
6. You suggest seven different methods of self-hypnosis. Can you describe a few of them?
7. In *Hypnotize Yourself Out of Pain Now!* you guide the reader in choosing the right kind of hypnotic coping strategy for him or her. What are the different strategies and what are some things to consider when choosing between them?
8. What is self-suggestion and how does it differ from self-hypnosis?
9. What are some emotional factors that aggravate and prolong pain?
10. What does the acronym AWARE stand for?

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About the Authors of **Hypnotize Yourself Out of Pain Now!**



Bruce N. Eimer, Ph.D., ABPP, is a clinical psychologist in Philadelphia with more than seventeen years experience treating people with chronic pain using cognitive-behavioral and hypnosis strategies. Dr. Eimer is a Board Certified Diplomate of the American Board of Professional Psychology in the specialty of Behavioral Psychology and is certified by the American Society of Clinical Hypnosis as an Approved Consultant in Clinical Hypnosis. He also holds board certifications in pain management, medical psychotherapy, and vocational neuropsychology. He is a member of the Society for Psychological Hypnosis of the American Psychological Association and the Society for Clinical and Experimental Hypnosis. Dr. Eimer is a chronic pain survivor and has used self-hypnosis techniques to manage his pain.

What's Been Said About **Hypnotize Yourself Out of Pain Now!**

"Hypnotize Yourself Out of Pain Now! is a valuable addition to the field of hypnosis ... the first to focus on self-hypnosis for pain control. It incorporates excellent hypnotic and cognitive strategies for dealing with acute and chronic pain. I would highly recommend this book for those who are struggling to cope with pain."

—**William C. Wester, II, Ed.D., ABPP, ABPH**, Past President,
American Society of Clinical Hypnosis, Diplomate,
American Board of Psychological Hypnosis,
Past Chair, Ohio state Board of Psychologist Examiners

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"Dr. Eimer shows you how to control your pain now, in effective and powerful ways. The general public as well as health practitioners will find this book to be a real gem and a timeless resource in the literature on treating chronic pain condition."

—Moshe S. Torem, M.D., ABPN, Medical Director, Center for Mind-Body Medicine,
Professor of Psychiatry, Northeast Ohio University College of Medicine, Akron, Ohio

"The daily grind of chronic pain can wear and tear at the edges of your soul. Self-hypnosis has the ability to modify the biochemicals that influence the sensations that contribute to chronic pain. This well-written book teaches self-hypnosis in an easy-to-understand and comfortable way. It will empower chronic pain patients who have not found pain control with other methods, and will give them an new measure of control over pain."

—Devin J. Starlanyl, author of the best-selling *Fibromyalgia & Chronic Myofascial Pain*,
and founder of the popular fibromyalgia Web site: www. Dover.net/~devstar

"This book involves the person with chronic pain in their own personalized pain management program. It shows them how to utilize their own inner resources and how to choose the hypnotic coping strategies best suited for them. Incorporating scientifically and clinically validated methods, Dr. Eimer has made available the best guide for the self-focused psychological management of pain that I have seen in many years. I highly recommend it!

—Melvin A. Gravitz, Ph.D, Clinical Professor of Psychiatry & Behavioral Sciences,
George Washington University and Past President, American Society of Clinical Hypnosis

"This empowering, thought-provoking guide offers a thorough summary of techniques, proven effective for the self-control of pain. A welcome addition to the self-help literature dealing with pain control."

—Alexander A. Levitan, M.D., MPH, Past President,
American Society of Clinical Hypnosis

"Hypnotize Yourself Out of Pain! is a treasure trove of coping strategies in the management of pain, offering a series of well-thought-out and well-grounded approaches that respect the individual's uniqueness. Dr. Eimer permits readers to become their own coach and to proceed at their own pace ... This book promises to be of great value for anyone determined to change pain behaviors into well behaviors but also represents a tremendous resource to any health-care professional assisting patients in managing pain."

—Elvira V. Lange, M.D., Associate Professor of Radiology and Medicine,
Harvard Medical School Director, Cardiovascular and Intervention Radiology
at Beth Israel Deaconess Medical Center, Boston

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