

SOUND CHANGES®

The Missing Piece to Successful Weight Loss.

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So you want to lose weight?

And you have tried many diets. Caloric restriction, carbohydrate cutting, low fat, high fat, low protein high protein; the list goes on.

None of the popular current diets are superior to another. According to the latest 2009 Feb. New England Journal of Medicine, by the end of a two year period the same amount of weight was lost and maintained regardless of the particular diet followed and the best recipe for success takes into account an individual's personal and cultural preferences. So if there is no magic diet, then how does a person secure a positive outcome once the decision has been made to lose that excess weight?

Certainly healthy food choices in the correct portions for your ideal size and weight combined with physical exercise is ideal, but it is well known that this is often challenging to implement and sustain.

It is likely the behavior that caused the current overweight has been gradually repeated over time to become a deeply ingrained habit reinforced by classical and operant conditioning and unconscious forces at play.

Have you tried using the power of sound to effect the desired change in your life?

It is well known that controlled, deep breathing, progressive relaxation, affirmations and visualization have positive physiological and psychological effects, and the combination of these elements serve to help in the manifestation of desires and achievement of weight loss goals when combined with right action. Listening to the combination of specifically engineered **sound** consisting of:

1. carefully chosen words and affirmations spoken with caring and focused intention
 2. soothing original musical tones and sounds from nature
 3. binaural audio
- synergistically blended provides you, the listener with an effective and readily available tool to enhance your desired behavior change.

Your brain learns best and you can experience greater success achieving your goals when you are relaxed, wide awake and alert, in what scientists call an "Alpha State." When the powerful effects of healing sounds and binaural audio technology are factored in this equation, it increases your potential for success. Binaural beats are described as follows: when tones at slightly different frequencies are played separately, one into each ear, the difference is perceived by the brain as low frequency pulses...or "beats." When that beat frequency (the difference between the two tones) corresponds to

the “Alpha” range, the brain naturally resonates to it; the brainwaves follow toward that “Alpha” frequency and the brain naturally relaxes into an “Alpha” state.

Adding binaural beats to a goal oriented weight loss audio program potentiates success by helping increase flexibility and resilience in the brain thus easing change by creating an openness and receptivity characteristic of the alpha state that allows new ideas to enter and become accepted by the mind.

The effects of brainwave entrainment by listening to binaural beat frequencies and their variety of applications include: sleep induction, learning enhancement, relaxation and meditation induction, habit and behavior change, and memory improvement. Repeated listening supports improvement of overall brain health, hemispheric synchronization, which occurs between the right and left hemisphere, and balanced and enhanced neurotransmitter production . This combination of elements is available in pre-recorded audio programs.

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Ellen Simon is a nationally recognized expert in the field of mind body health. Ellen’s unique brands of audio programs are in use in hospitals and health care facilities across the country. Ellen is the author of over 25 titles. This article is adapted from Food for Thought®, a 6 audio CD set. For more information visit www.imadulation.com.