



I had a passion to smoke!

ANNE PENMAN is one of the leading lights in the laser therapy industry, helping people to beat stress, lose weight or stop smoking. Based in Scotland, she has treated thousands of people for smoking-related problems, stress and weight loss since she started her business almost 20 years ago. "My background was actually in the hospitality industry," says Anne. "My mum had a pub/restaurant in Ireland for many years and at the time I stopped smoking I was working for her — it was a fun job with lots of scope to smoke and I did — three packs a day. My husband, Ron, was also involved in the business and had the same three pack a day addiction.

"I was a woman with a passion to smoke," continues Anne, "and even when Ron had his first heart attack at the age of 37 and we were told he should stop smoking we just ignored the warning — Ron's dad had died at 38 and his brother at 32 so our philosophy was 'Ron is going to die young so he might as well die happy.' And in those days, for us, that meant smoking.

"To be honest we were both afraid . . . and as classic smokers we did what all smokers do when they are worried — smoke more!"

Not surprisingly Ron's health deteriorated and four years later he had another massive heart attack. This time, after a triple bypass and spending 12 weeks in hospital, Ron stopped smoking.

Anne continues, "I am delighted to say that he is now

62, alive and kicking and it is because of Ron that my career changed direction. I realised that every family deserves to keep the people they love for as long as possible and once I had discovered laser therapy as a way of quitting smoking I knew that I wanted to help as many people as I could.

"But I have to admit it took me a while to realise this," admits Anne. "At first when Ron's surgeon suggested that I also quit, I thought no way — my cigarettes are the only thing that will get me through this stressful time. I didn't really want to stop smoking, I enjoyed it too much.

"However I felt I had to try so I went for hypnosis and was delighted when it didn't work for me! I then did acupuncture — again I was over the moon when that didn't work either."

Anne's 'eureka' moment came when she had her first laser therapy session in her native Ireland — and she never smoked another cigarette again. "It worked, I couldn't believe it and I realised then I

wanted to start helping others feel as good as I was feeling.

"I swapped my passion to smoke for a passion to help others to quit. And to this day I am eternally grateful to Muriel Day who did the laser therapy session on me back in 1991 which was to change my life — and my career path as she went on to train me.

"Although I had only one session when I stopped smoking back in 1991, I quickly realised that every person treated had different needs and we decided to maximise the success by creating a plan that included laser, person centred advice and backup support," explains Anne.

“Every family deserves to keep the people they love as long as possible.”

Laser therapist Anne Penman is just the sort of person you need to kick start those New Year resolutions. But she says she didn't always have the will to change.

After training Anne began to develop her tailor-made plan, which combines laser therapy with personalised counselling as well as a 24-hour helpline.

"I flew to Glasgow for a month to help a group of 10 smokers who wanted to quit. I rented an office, did the treatments, it worked and word spread.

"Within the month the press had heard about this Irish lady who was revolutionising the quit smoking market. The phones began to ring, the appointment diary was bursting and here I am still in the same office in Glasgow!" Anne smiles.

This centre in Glasgow's south side is the heart of her worldwide business and she now has 27 clinics bearing her name. In addition to two clinics in Scotland, she has clinics in London and in Ireland as well as in America from New York to Nevada, Mexico, Turkey and most recently in Saudi Arabia.

"In the early days my business grew almost entirely by referral — a testament to the effectiveness," says Anne, "and because of demand I started training technicians in my method."

Now an expert in her field Anne travels the world lecturing, training and advising on the Anne Penman method — as well as finding time for her clients in Glasgow.

With a growing team of technicians now all trained and certified, Anne is well on her way to her dream of a worldwide team helping others to achieve a smoke-free, stress-free lifestyle.

What is laser therapy?

LASER THERAPY is an increasingly popular way to stop smoking, beat stress and lose weight using energy points in the body similar to acupuncture — only using a pain-free, harmless, cold laser beam.

The feelgood hormones the treatment helps to create can combat the symptoms of nicotine withdrawal, including cravings, irritability and high stress levels.

"When I first started laser therapy 19 years ago, people associated lasers with Star Wars and Sci-Fi!" says Anne. "Now thanks to the thousands of people we've treated and the recent growth in popularity of laser for hair removal, laser for teeth whitening etc, lasers are becoming far more mainstream and are recognised as powerful tools for many things."

● The laser acts as a calming agent so that withdrawal symptoms often associated with quitting are either greatly reduced or eliminated. The

● Nicotine helps increase endorphin levels in the body. When this level drops we have the desire for a cigarette. By using the laser on energy points the body's endorphin levels are raised, restoring balance.

● Laser therapy does not hurt and is 100% safe.

● The majority of clients are smoke-free from the first session.

● The body starts to detox straight away so a second



session 2-3 days later is needed.

● The third treatment deals with issues like stress and weight gain, helping clients to maintain their new lifestyle, concentrating on the emotional, physical and psychological aspects of quitting.

● The laser acts as a calming agent so that withdrawal symptoms often associated with quitting are either greatly reduced or eliminated. The

laser is also great helping with the detox process and getting rid of the thousands of chemicals we ingest.

"It is my goal to carry out more clinical research and make laser therapy for smoking cessation a well known application available for everyone," says Anne. "It is my dream to help as many people as possible make long-term lifestyle changes. I truly believe that with the right support you can do anything."



WIN!
A COURSE OF
ANNE PENMAN
LASER THERAPY

All puffed out? Fed up with feeling unfit all the time? Want to give up smoking but don't know how? Anne Penman has the answer!

We've teamed up with Anne to offer four prizes of laser therapy courses, each worth £150. Your course can be taken at one of Anne's clinics in Scotland or England. To enter, please send your name, address and postcode to **Laser Therapy Giveaway, Post Plus, PO Box 66, Dundee DD1 9LN**. The first four names drawn after the closing date of **January 18**, will win a course.

Anne's Weekend Wellness Retreats

Following the success of her laser therapy courses, Anne has launched Weekend Wellness Retreats at Bridge of Allan's Royal Hotel where clients enjoy a fabulous luxury weekend and say goodbye to smoking with her help and advice. The two-day break includes bed, full Scottish breakfast, lunch and dinner and, more importantly, feelgood therapies, motivational activities and advice in a stress-free environment away from the challenges of everyday life. For more information see www.annepenman.com or call 0141 423 9375. Also ask about Stress Management and Reiki Retreat weekends.