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 <b>Salon SERVICES</b> professional hair and beauty products	<b>MARBELLA</b> Bvd. Alfonso Hohenlohe (Next Supersol) Tel. 952 764 756	<b>FUENGIROLA</b> C/ Molino de Viento, s/n (Near the Zoo) Tel. 952 586 442	<b>NERJA</b> C/ San Miguel, 17 Tel. 952 528 786
			

Advertising Feature

# LOSE WEIGHT WITHOUT DIETING

DIETING could soon be a thing of the past thanks to a programme developed by a Fuengirola clinic.

Everyone knows that diets just do not work. It may have taken decades, but now even the medical profession has come to the possibly logical conclusion that it is of little use treating the condition; better to treat the cause.

Telling someone to reduce their calorie intake until they have lost a kilo and then just watching while they put it all back on seems, well, kind of stupid.

Better surely to find out why they put the weight on in the first place, because there always is a reason.

Occasionally, the reasons can be anchored in the person's past. The weight problem can be as simple as the fact that as a child the person was told by their parents to 'eat up everything that was put on their plate', perhaps accompanied by the often-quoted phrase – "Think of all the starving children in Africa!" Such sayings stay with us into adulthood, even though the logic behind it is rather strange – how can your overeating possibly compen-

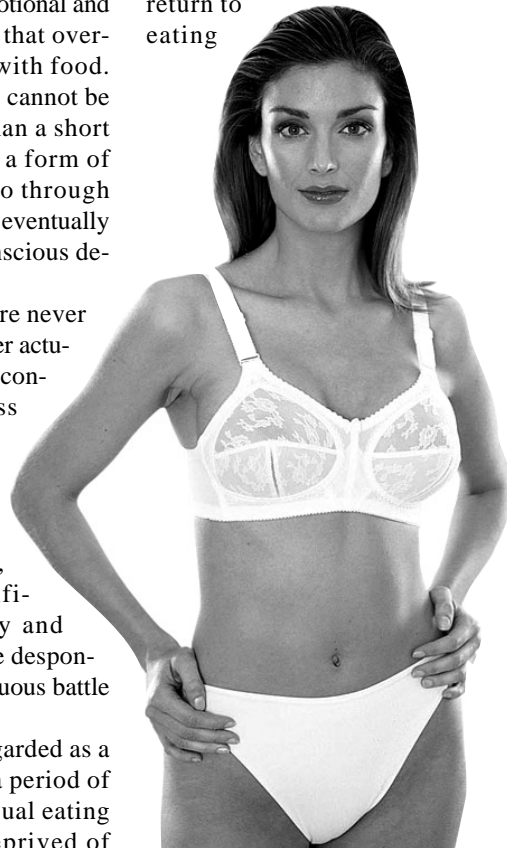
sate for the poor undernourished children in Africa?

The main reason diets do not work is because they do not address the important emotional and complex relationship that overweight people have with food. Because many "diets" cannot be sustained for more than a short period, they become a form of self-torture people go through temporarily, until they eventually give in to their subconscious desires.

The real problems are never addressed; dieting never actually eliminates the subconscious need for excess food, and as a result the overweight person ends up on a permanent roller coaster ride of yo-yo dieting, losing their self-confidence along the way and feeling more and more despondent about their continuous battle with their weight.

A "diet" is often regarded as a temporary solution; a period of going against your usual eating habits, and being deprived of your favourite foods. Deprivation

simply creates a stronger desire, and so "dieters" look forward to achieving their target weight so they can then return to eating



DiETING naturally.

"normally" again. Once they reach their goal, they reward themselves with all the things that they have been craving during the temporary diet period, and as a result, the weight goes back on again – and often even more!

The ultimate solution of course is to find and address the initial cause of the overeating.

Now using their own triple therapy system incorporating both hypnotherapy and NLP (Neuro Linguistic Programming) Elite Clinics based in Fuengirola are achieving amazing results.

Their technique forces you to rethink your whole attitude towards eating, introducing you to a new, permanent lifestyle of healthy eating habits, that will not only help you to achieve and maintain your ideal weight easily, but also boost your self-esteem in the process.

Elite Clinics, which are members of the British Institute and American Board of Hypnotherapists, are considered experts in their field, with an additional team offering specialist treatment for people wishing to stop smoking, and

those suffering from panic attacks and phobias. Their modern clinic is based in Plaza de la Constitución in Fuengirola.

Following publicity in the United Kingdom, including an interview with the BBC, the clinic now receives clients on a regular basis flying into Malaga from the UK exclusively for treatment.

Elite offers all new clients a completely free initial consultation; an initial 90-minute treatment session costs €90 all further one hour sessions are €60, the number of sessions and the frequency are decided by the client.

Additional information is available on their website [www.eliteclinics.com](http://www.eliteclinics.com).

The Elite Clinic in Fuengirola can be contacted on 951 311 591

- ✓ Stop Smoking
  - ✓ Weight Control
  - ✓ Panic Attacks
  - ✓ General Phobias
- Consult the specialists**  
**Elite Clinics - Fuengirola**  
 Free Initial Consultation  
 Tel: 951 311 591  
[www.eliteclinics.com](http://www.eliteclinics.com)

**Benalmadena**  
**Thursday 05 May**  
 Ldos Dña M<sup>a</sup> Carmen/Don Manuel Castillo  
 Edificio Maite I. Benalmadena Costa. Tel 952 441 104  
**Friday 06 May**  
 Ldos Don Juan M y Don Fernando Alonso  
 Avda. Antonio Machado 12  
 Benalmadena Costa. Tel 952 441 028  
**Saturday 07 May**  
 Ldo. Don Juan Muñoz  
 Avda. Juan Luis Peralta  
 Benalmadena Pueblo. Tel 952 448 172  
**Sunday 08 May**  
 Lda. Dña Maria Riviera  
 Darsena de Levante  
 Benalmadena Costa. Tel 952 561 732  
**Monday 09 May**  
 Lda Maria Dolores Bejarano  
 Urb. Torrequebrada. Avd Europa  
 Benalmadena Costa. Tel 952 560 444  
**Tuesday 10 May**  
 Lda. Dña Victoria Rubio  
 C/Lope de Vega, s/n. Bda. Carola III  
 Arroyo de la Miel. Tel 952 447 878  
**Wednesday 11 May**  
 Ldos. Don Miguel A y Don Fernando de Lorenzo  
 Alonso Avda Antonio Machado 12  
 Benalmadena Costa. Tel 952 441 028  
**Coin**  
**Thursday 05 May**  
 Lda. Carmen Martin Vazquez

## EMERGENCY CHEMISTS ON THE COSTA DEL SOL

If you're feeling off and need something to get you through the night or have lost your medication, don't worry – the Costa del Sol is packed with emergency pharmacies. Here's our list of late night and emergency chemists this week. Please note, it is advisable to call beforehand. Only the major towns are covered.

C/Vicario Num 34. Tel. 952 450 095  
**Friday 06 May**  
 Ldo. Angel Paez Ortiz  
 Plaza Santa Maria Num 9. Tel 952 450 134  
**Saturday 07 May**  
 Ldo. Alvarez Martin  
 C/Antonio Pozo Solis 2. Tel 952 450 390  
**Sunday 08 May**  
 Lda. Rosario M<sup>a</sup> Luque Moreno  
 C/Buenavista Num 4. Tel 952 450 391  
**Monday 09 May**  
 Lda. M<sup>a</sup> Pilar Aguilera  
 C/Bartolomé Abelenda Num 57. Tel 952 451 139  
**Tuesday 10 May**  
 Ldo. José Manuel Torres López  
 C/San Boi S/N. Tel 952 452 707  
**Wednesday 11 May**  
 Lda. Carmen Martin Vazquez  
 C/Vicario Num 34. Tel. 952 450 095  
**Estepona**  
**Thursday 05 May**

Ldo. Rafael Perez Rodriguez  
 C/Bermudez 36. Tel 952 800 647  
**Friday 06 May**  
 Ldo. Miguel Mendez Ojeda  
 Avda. Andalucía, EDF La Noira. Tel 952 801 092  
**Saturday 07 May**  
 Lda. Antonia Maria Aragon Jinenez  
 C/Santa Ana 46. Tel 952 800 143  
**Sunday 08 May**  
 Ldo. José Maria Ayala Perez  
 Avda. Juan Carlos I, BLQ 6. Tel 952 800 336  
**Monday 09 May**  
 Ldo. José Quintana Tortosa  
 C/Pillar de Farinos H. Tel 952 800 048  
**Tuesday 10 May**  
 Ldo. Juan manuel Usero Vilchez  
 C/Mantilla N<sup>o</sup> 4 EDF. Tel 952 791 435  
**Wednesday 11 May**  
 Lda. Maria Isabel Cabrera  
 Avda. Del Carmen N<sup>o</sup> 4. Tel 952 808 396  
**Mijas Costa/Fuengirola**

**Thursday 05 May**  
 M.D Dato Anorte  
 C/San Bartolome. Las Lagunas. Tel 952 471 926  
**Friday 06 May**  
 I Rodriguez Rivas  
 C/Antonio Machado. D<sup>a</sup> Ermita. Tel. 952 583 381  
**Saturday 07 May**  
 J Garcia Molina  
 El Boquetillo. Avd Mijas. Tel 952 474 094  
**Sunday 08 May**  
 R Mena Escobar  
 Urb. El Albero. Hiper Europa. Tel 952 463 231  
**Monday 09 May**  
 M<sup>a</sup> D Martin Jimenez  
 Camino de Santiago 11. Tel 952 472 298  
**Tuesday 10 May**  
 C Diaz Fernandez  
 Camino de la Condesa 12. Tel 952 472 243  
**Wednesday 11 May**  
 E. Mata Lastres  
 Pza. Hispanidad. Tel 952 461 778

**Marbella/San Pedro**  
**Farmacia 24 hours**  
 Ldo. Antonio Mingorance Gutierrez  
 Avda. Ricardo Soriano, 44  
 Marbella. Tel 952 774 086  
 Ldo. Jacinto Berdaguer Camacho  
 Avda. Ricardo Soriano, 4  
 Marbella. Tel 952 773 187  
 Ldo. Juan del Rio Mapelli  
 Marques del Duerto, 80  
 San Pedro. Tel 952 780 708  
 Ldo. Rafael Huete Gallardo  
 Ctra de Cadiz, KM 194 urb. Artola  
 Marbella. Tel 952 832 589  
**Nerja**  
**Thursday 05 May**  
 Ldo Francisco Jose Blanca Tamargo  
 C/Carlos Millon. Tel 952 521 527  
**06, 07, 08 May**  
 Lda. Lucia Saenz de Buruaga Molina  
 C/Antonio Ferrandis 46. Tel 952 525 700  
**09 & 10 May**  
 Ldo. Luis Saenz de Buruaga y Lerena  
 C/Pintada 48. Tel 952 520 296  
**Wednesday 11 May**  
 Lda. Lucia Molina Padilla  
 Avenida Castilla Perez. Tel 952 520 238  
**Torremolinos**  
**Farmacia 24 Hours**  
 Ldo. Don Francisco J. Alcalá Arevalo  
 Avda de los Manantiales 28. Tel 952 383516