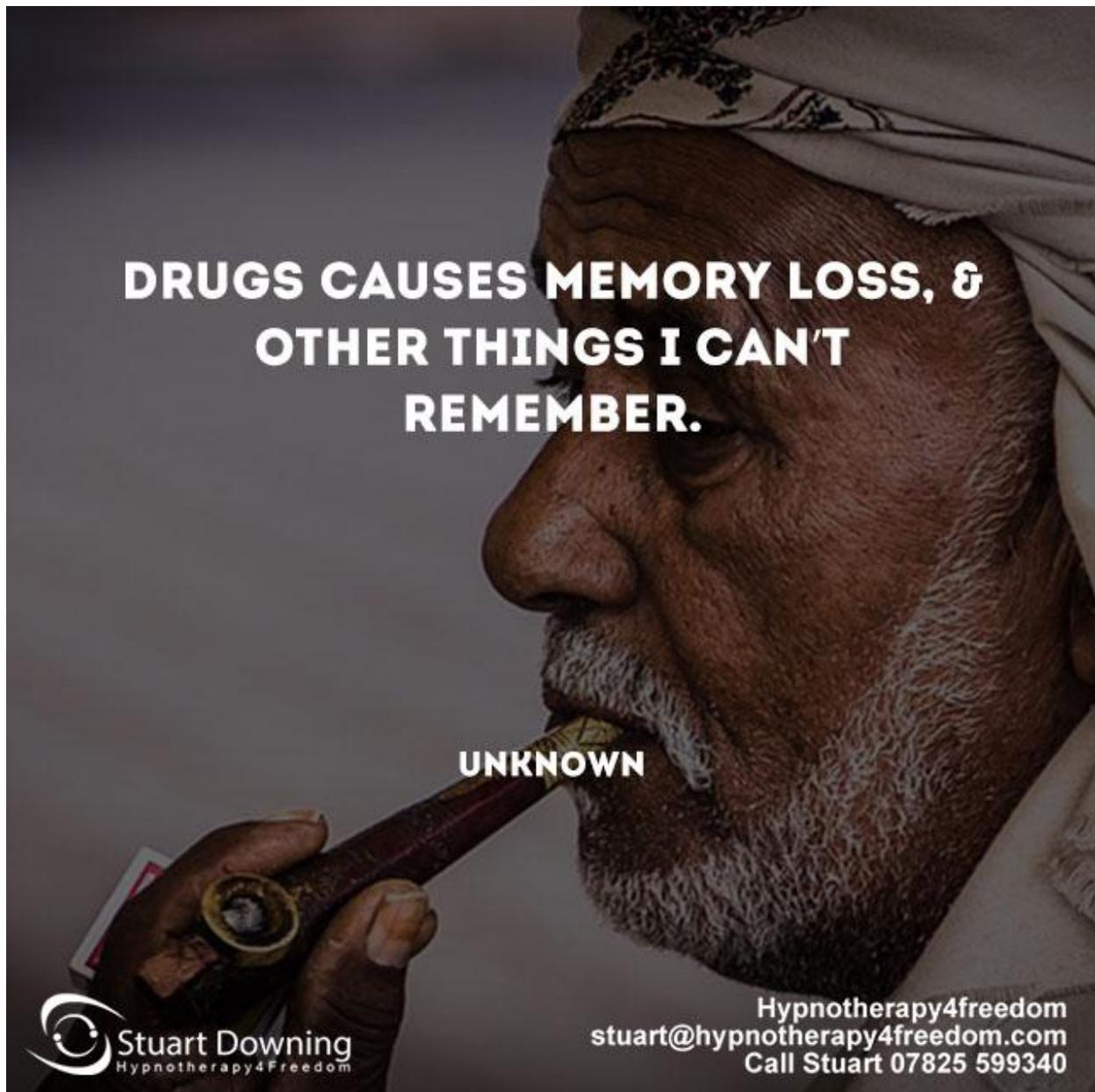


WHAT IS AN ADDICTION?

An insight into -
**Drug, Alcohol and Gambling
Addictions**

by Stuart Downing



**DRUGS CAUSES MEMORY LOSS, &
OTHER THINGS I CAN'T
REMEMBER.**

UNKNOWN

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What is an addiction?

If you suffer from addiction, you most probably have an issue with anxiety. As an anxiety sufferer, you may be tempted to turn to substances, alcohol, gambling, food or perhaps unwanted behaviours to cope with your symptoms. It makes sense to treat both, as they have a tendency to feed off and amplify each other.



**GIVING UP DOESN'T ALWAYS
MEAN YOU ARE WEAK, SOMETIMES
IT MEANS YOU ARE STRONG
ENOUGH AND SMART ENOUGH TO
LET GO.**

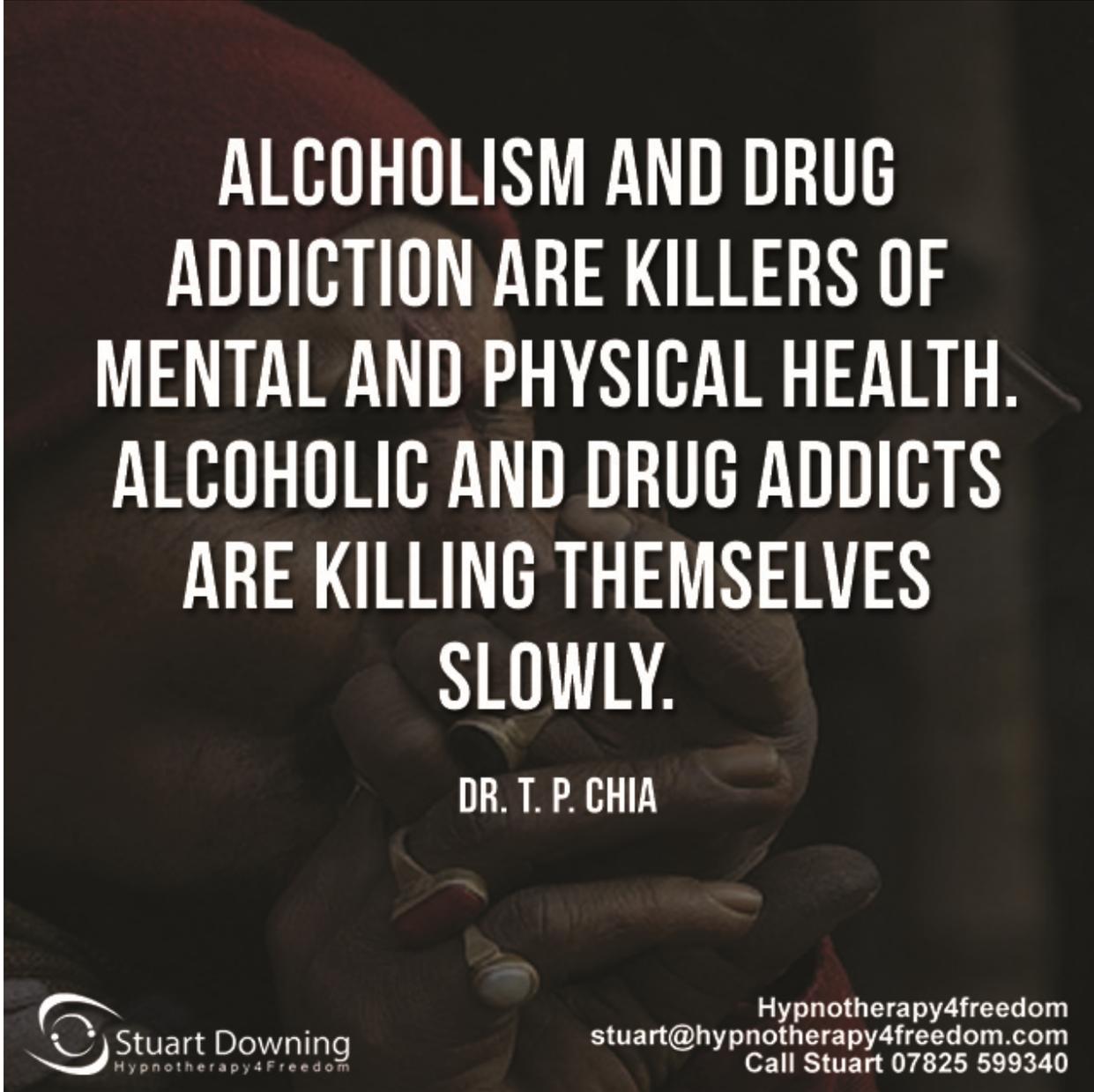
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An addiction causes a sufferer to experience physical or mental symptoms as a result of a dependence on a substance, behaviour or activity. They have no control over their actions and, in fact, are controlled by the source of their addiction. This continues to the point where the sufferer is unable to function on a daily basis unless they have their 'fix'.

Their lives are dominated by their addiction. They persist in their habit, knowing that it is dangerous to their health, but feel powerless to resist.



**ALCOHOLISM AND DRUG
ADDICTION ARE KILLERS OF
MENTAL AND PHYSICAL HEALTH.
ALCOHOLIC AND DRUG ADDICTS
ARE KILLING THEMSELVES
SLOWLY.**

DR. T. P. CHIA



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When you engage in activities that make you feel happy – such as a shopping spree, winning a bet or having sex with someone new – your brain releases ‘feel-good’ chemicals that encourage you to repeat that behaviour because it provides such an enjoyable ‘high’.

However, if seeking out the ‘high’ has developed into a compulsive and uncontrollable desire to engage in the activity, despite the increasing negative and harmful consequences it is having on your life, then you are dealing with an addiction.



**DRUG ADDICTION IS A DISEASE
THAT DESTROYS HEALTH AND
HUMANITY.**

DR T.P.CHIA

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No matter what kind of addiction you have, it can take a serious toll on your physical and psychological health. Symptoms often include depression, panic attacks, sleep disturbance, obsessive-compulsive traits, deteriorating relationships, poor work performance and escalating financial problems caused by your increasing preoccupation with the activity.

Dealing with an addiction can feel overwhelming, but taking the first step to free yourself of addiction is the most challenging step.

Each addiction will have a different physiological and emotional trigger for its behaviour.



**IT IS EASIER TO STAY OUT THAN
GET OUT.**

MARK TWAIN



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Drug Addiction

Drugs interfere with normal brain functioning and prolonged use can lead to long-term detrimental effects on brain metabolism and activity.



**DRUGS ARE A WASTE OF TIME.
THEY DESTROY YOUR MEMORY
AND YOUR SELF-RESPECT AND
EVERYTHING THAT GOES ALONG
WITH YOUR SELF ESTEEM.**

KURT COBAIN



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Drug addiction is an uncontrollable craving that needs treatment to overcome and resolve it. It usually consists of physical dependency and psychological dependency. Physical dependency means the body has become accustomed to the drug and withdrawal symptoms will be felt without it. Common withdrawal symptoms include sweating, tremors, insomnia, vomiting and headaches. Psychological dependency means the mind relies on the effects of the drug and its absence will initiate cravings.



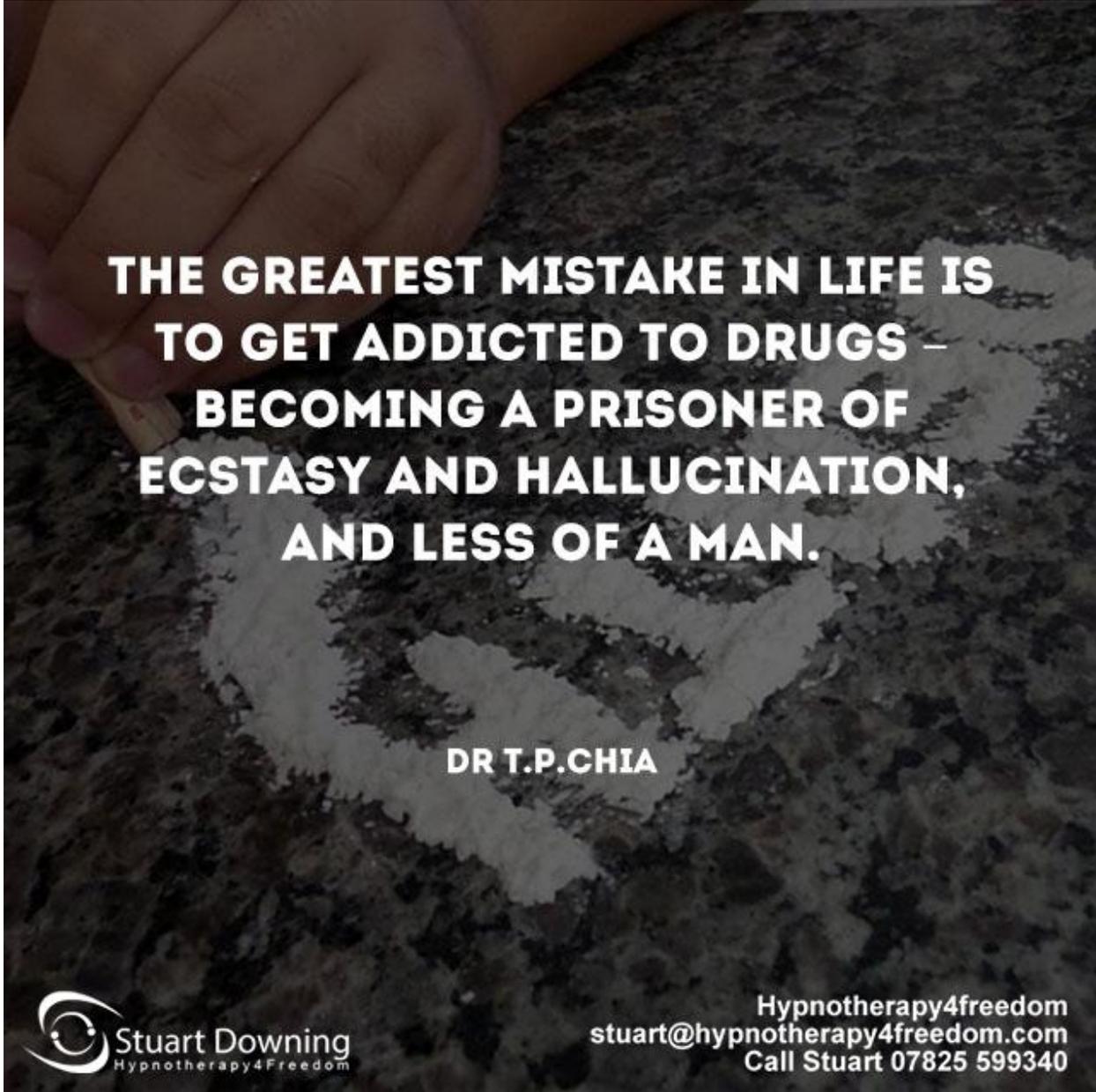
**HUMAN BEINGS WOULD BE BETTER
AND MORE RESPECTABLE IF DRUG
ADDICTS HAD NOT BEEN BORN.**

DR T.P.CHIA

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Addiction can affect anyone and both legal and illegal drugs can be addictive. Quite often individuals experimenting with drugs are unaware of the full effects of that particular drug and the problems it can cause. The level of addiction differs between substances and also between individuals. Drugs are often categorised by the effect they produce, namely stimulants, depressants and hallucinogens.



**THE GREATEST MISTAKE IN LIFE IS
TO GET ADDICTED TO DRUGS –
BECOMING A PRISONER OF
ECSTASY AND HALLUCINATION,
AND LESS OF A MAN.**

DR T.P.CHIA



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Stimulants are drugs that increase the activity of the central nervous system and often give feelings of greater confidence, alertness and energy. Cocaine, ecstasy, nicotine, amphetamines, alkyl nitrites and anabolic steroids are all stimulants.

Depressants are drugs that reduce the activity of the central nervous system and usually cause impaired judgment, coordination and balance. Alcohol, solvents, heroin, tranquillisers and barbiturates are depressants.



**THE DRUG ADDICT DOES NOT
CARE ABOUT WHAT IS IMPORTANT
OR WORTHWHILE IN LIFE, SUCH
AS FAMILY, CAREER, FINANCE,
AND SOCIAL RELATIONSHIP.**

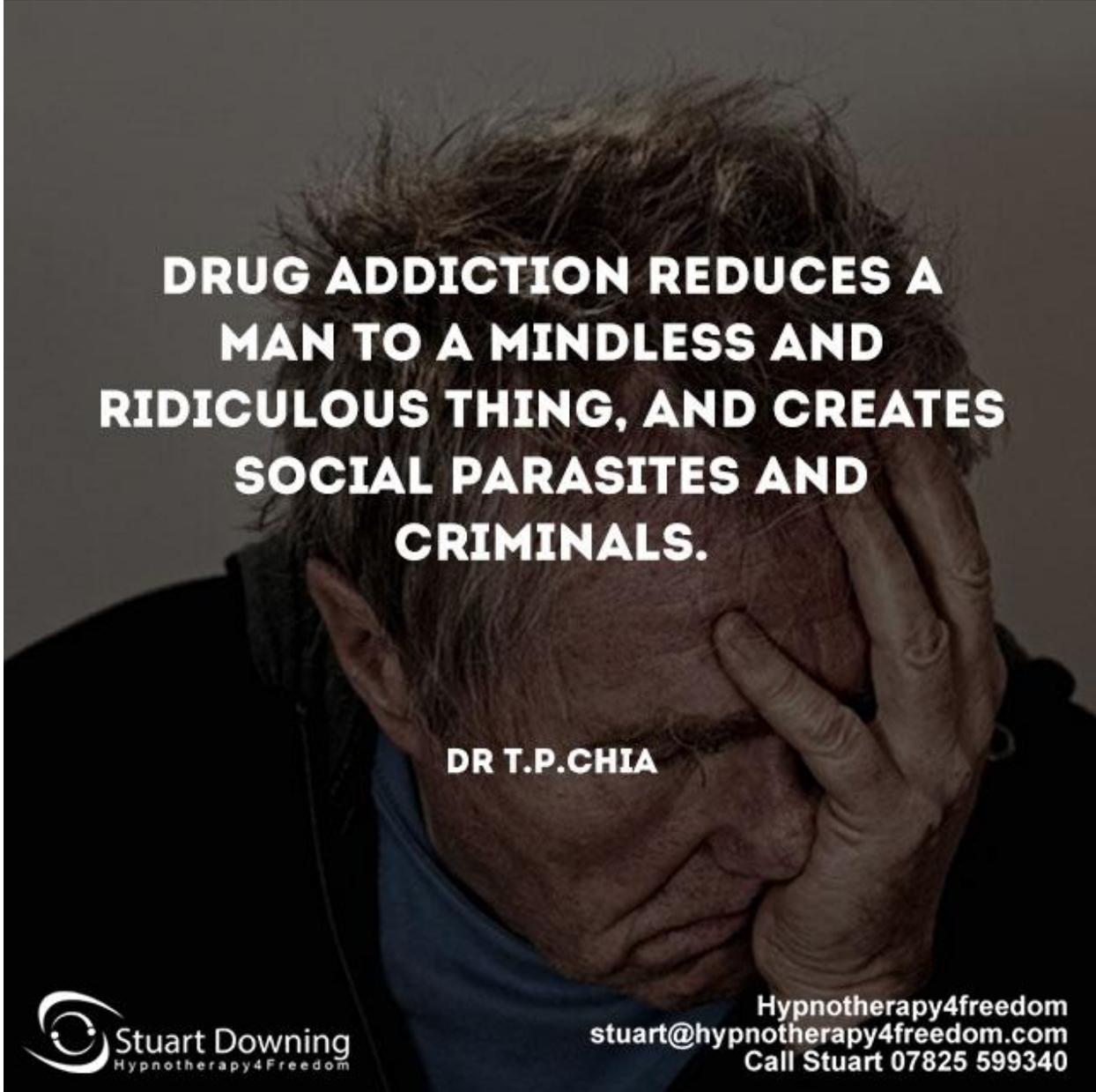
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Hallucinogens alter perceptions of reality and change the way individuals experience the world through their senses, often causing users to see or hear things that are not real. LSD, cannabis, ketamine and magic mushrooms are hallucinogens.

There are many reasons why individuals may abuse drugs and these reasons will be different for different people.



**DRUG ADDICTION REDUCES A
MAN TO A MINDLESS AND
RIDICULOUS THING, AND CREATES
SOCIAL PARASITES AND
CRIMINALS.**

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Alcohol Addiction

Sometimes in life, alcohol can gain a bit too much control over us.

Where did it begin.....?

An extra glass of wine before dinner?

A bottle after?

A few beers with friends after work? Every day?



**WARNING: Drinking Alcoholic
beverages before pregnancy
can cause pregnancy.**



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We need to understand why alcohol has become a problem and identify the root causes. Re-examine your lifestyle, lead to better coping strategies and allow you to create a different attitude towards alcohol.

An addiction can operate on a physical or a mental plane. Elements of both exist in most cases.

Alcohol abuse is primarily a physical addiction – it literally enters the body and changes the way it operates.

A photograph of a person's hands on a car's steering wheel and a beer bottle. The person is wearing a blue watch with a gold case. The background is a blurred view of the road and sky. The text "Drinking and Driving STILL KILLS." is overlaid in white, bold, serif font.

Drinking and Driving STILL KILLS.



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Until recently, very little was known about how the brain could just turn off the desire for alcohol and how the subconscious mind could stop the addictive urges.

We now have a greater understanding of the science of how the brain works, how the subconscious mind controls our life and how to change it for good, especially for alcohol addiction issues.

A woman with blonde hair, wearing a grey coat, is smiling and looking upwards. She is standing in front of a large, dark green Christmas tree. The scene is dimly lit, suggesting an indoor setting at night.

“One reason I don’t drink is that I want to know when I am having a good time.”

– Lady Astor



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In conventional 12-step treatment programmes you are taught that you will always be an alcoholic and that you will be in an ongoing battle against relapse. How does a person become “relapse proof” and not live in constant fear of relapse?

When a person conquers an addiction, they need to be something other than an “addict in recovery” for the rest of their life. The major weakness of 12-step programmes is that they actually force you to keep the “addict” or “alcoholic” identity for life. Seeing oneself as powerless is a mind-bogglingly misguided concept. This belief is exactly the opposite of what the mind needs to end a habit, addiction or compulsive behaviour.



When Life Gives You Lemons,
You Make Lemon Aid.
When Life Gives You Alcohol
You Just Stay Away.



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Are you an addict for life? Calling yourself an alcoholic is a constant reinforcement of your weakness. I believe that the repetition of the statement increases one's susceptibility to relapse

I use techniques that are specifically created to change the triggers in the brain, stop self-sabotage issues, release trauma and redirect the neural networks in the brain. When applying these same processes to clients who need alcohol addiction help, their addictive behaviours frequently stop and their fear of relapse disappears.



Your body is a temple,
but keep the spirits
on the outside.



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When somebody says, “I’m John and I am an alcoholic”, it forces his mind to find all of the weakness and fear involved in identifying himself as an “addict.” The repetition over the years reinforces this belief. The negative memories and connections in his brain are constantly ignited by the repetition.

Therapy involves changing the identity and beliefs that are causing the problem and creating a new belief about who the client is now.



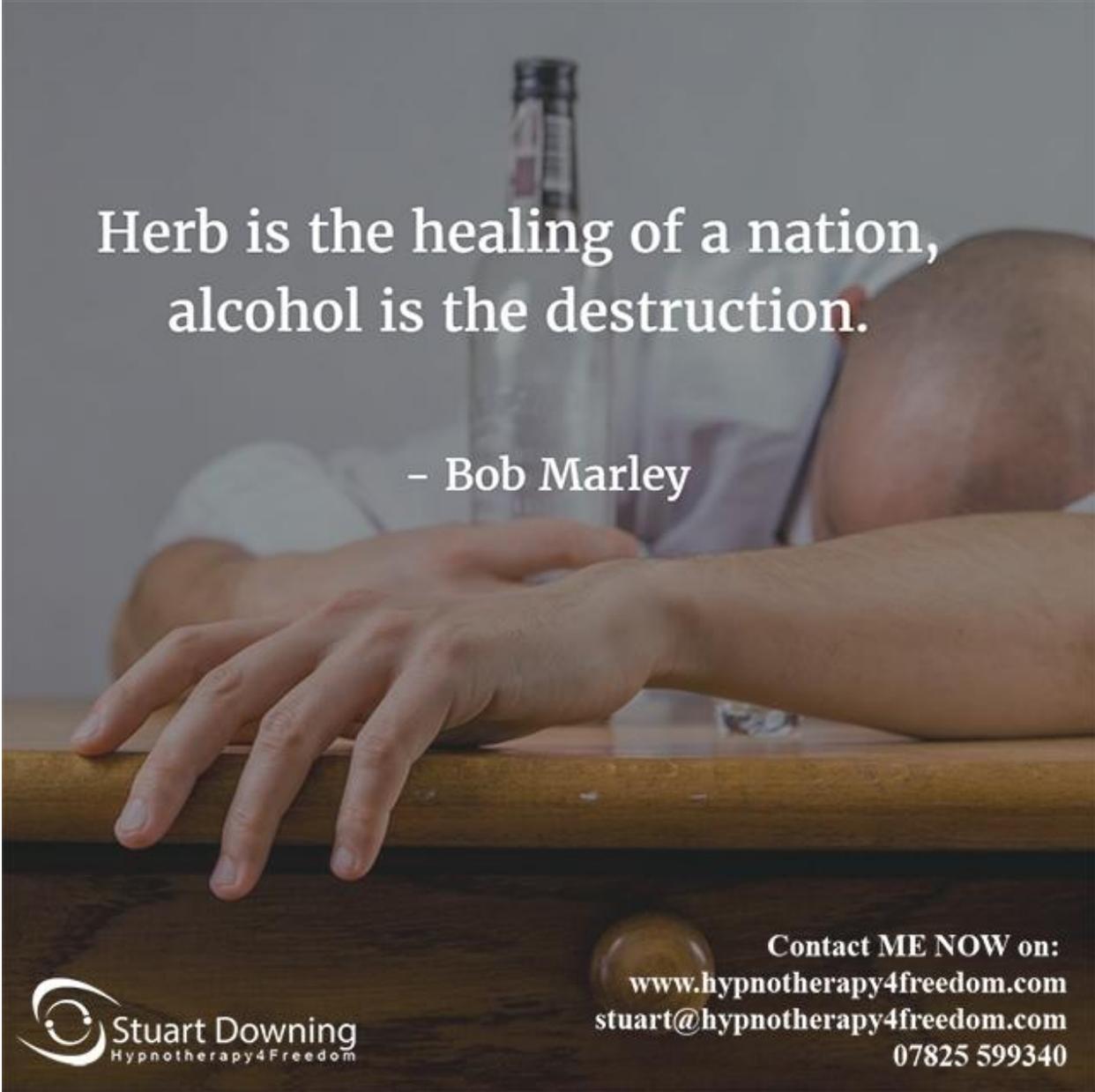
Avoid using cigarettes,
alcohol, and drugs as
alternatives to being an
interesting person.

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Miraculous things happen when applied to an addictive client. It is so effective because it changes your deepest beliefs about who you are.

If you are a chronic alcohol misuser, you will have a deep and powerful memory bank of failure, fears and hopelessness. Changing the way the brain reacts to these memories actually stops the cravings and the desire for alcohol.



Herb is the healing of a nation,
alcohol is the destruction.

- Bob Marley



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In therapy, instead of telling you what you are not, we implant an identity of who you are and who you want to be. We create a positive identity of being healthy, in control, powerful and free from addiction.

In order to overcome alcohol addiction, you need to surround yourself with positive beliefs about being healthy, remove the "in the genes" theory and have the power to stay strong and in control.



If you must
drink and drive,
drink Pepsi.



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Therapy works by changing and removing deep-seated beliefs about your addiction.

With the old alcohol addictive beliefs and triggers released, we can then create a new belief and a new healthy identity. By meeting one's healthy future self, it reinforces and changes the way one's brain reacts to alcohol memories and triggers. You are no longer reliant or an addict, but a person who is strong, healthy and in control. You can begin to experience living a life that gives you the rewards and accomplishments that are needed to stay clean and sober.



We know that the brain is constantly changing. The neuroplasticity of the brain allows us to create new neural connections by instigating rapid intervention treatments. By breaking the old neuro-connections, we can actually re-wire the response that the subconscious mind has to the sight, smell or thought of alcohol - forcing the mind to trigger an entirely new feeling and behaviour. Subsequently when the client is exposed to any of the old addictive triggers, the brain doesn't automatically respond in the old way because it feels stronger and healthier. The very thing that used to cause cravings and relapse now actually reinforces the commitment to not continue with the addictive behaviour.



**DRUGS ARE DANGEROUS IN EVERY
WAY NOT JUST AFFECTING THE
USER BUT THE VARIOUS PEOPLE
AROUND THEM.**

UNKNOWN

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When you are seeing, feeling and experiencing yourself having a healthy life that is free from addiction, and experiencing yourself as having long ago put addiction in the past, your brain creates a new memory. You are actually growing new neural pathways. These neural networks get wired together to make the new reactions very real.



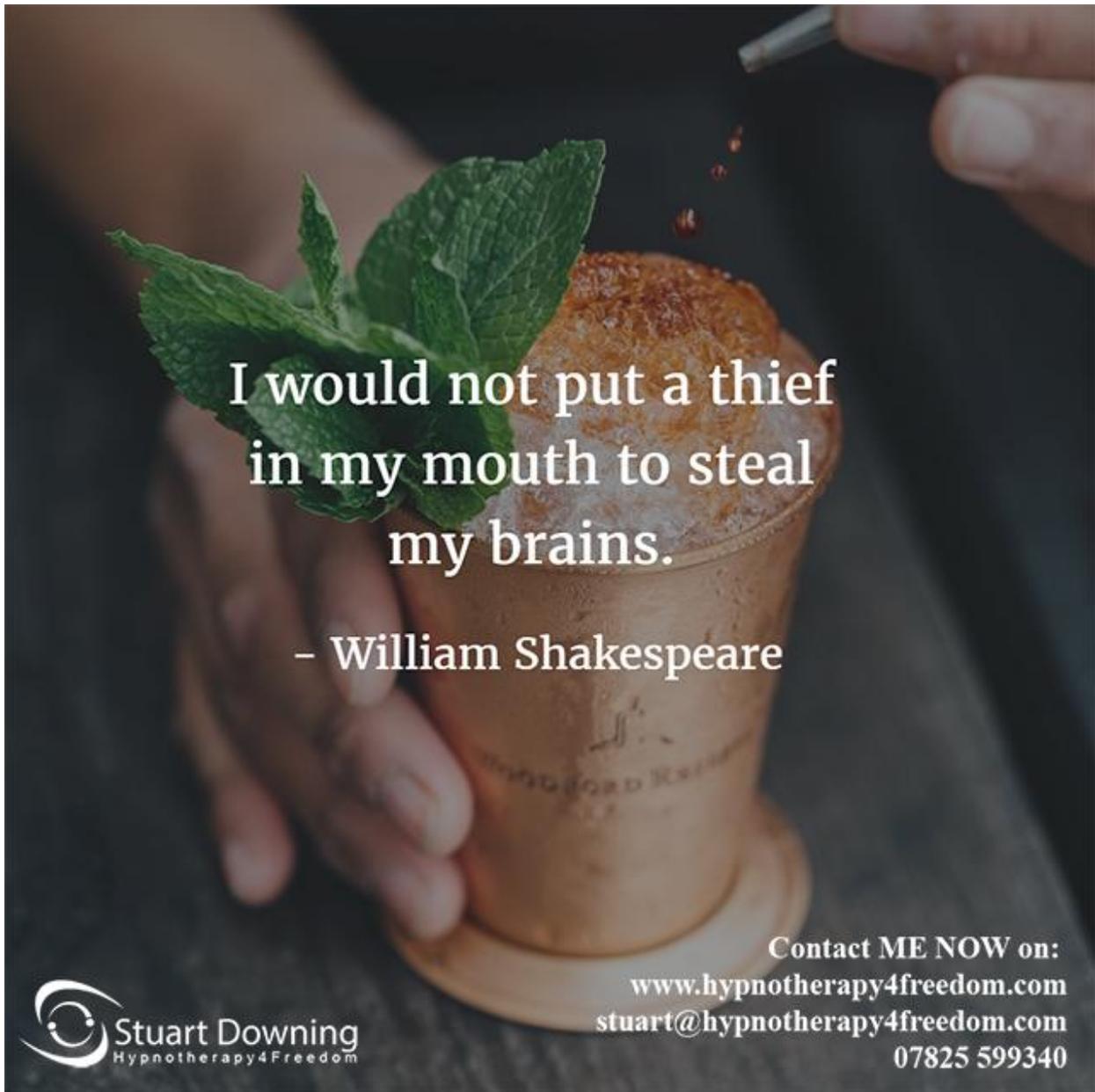
**I MUCH PREFER TO BE HIGH ON
LIFE THAN IN IT.**

UNKNOWN

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We all know about the power of the subconscious mind. Phobia fear evokes triggers that are out of one's conscious. If you are struggling to obtain a stable recovery in 12-step groups, ask yourself: Do 12-step groups programme you to fail? When you repeatedly go to meetings, your subconscious mind is programmed to be powerless in the face of alcohol and to believe that you have an incurable disease. You listen to stories of struggle and you are told that you should fear relapse.



I would not put a thief
in my mouth to steal
my brains.

– William Shakespeare

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This makes no sense.

Clients have regained control over alcohol, become empowered, changed their lives, increased their self-belief, self-esteem and confidence.

Other clients have sought to reduce their alcohol consumption, and to use it in moderation once again, removing alcohol as a crutch. Once the feeling of control has been achieved, many of these clients have gone on to choose sobriety, as they appreciate the positive and beneficial impact on their lives.



**You're Just A Punk
If You're Drunk.**

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Restart your life as you regain control over alcohol and remove that destructive pattern for good.

Break free of alcohol and create the future you desire and deserve.



**Gambling is a sickness, a disease,
an addiction, an insanity, and is
always a loser in the long run.**



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Gambling Addiction

The definition of the word "gamble" is "take risky action in the hope of a desired result". Gambling is wishful thinking, expectation, hope and a lot of luck. Addictive gamblers only remember their wins and will do anything to get back that feeling of euphoria just like a drug addict craves his fix. The odds are always stacked against a gambler, the more they lose, the more panicky they feel and gamble more to re-coup their losses. All common sense and rationale disappear as they become more and more obsessed, stakes become higher and higher as the desperation to win becomes overwhelming.



**The better the gambler,
the worse the man.**



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One MORE win and I'll quit and walk away.....

Adrenalin pumping, palms getting sweaty, heart rate faster, excitement growing...the gamble or bet is made, the addictive rush is as powerful as any illegal drug, expectation is sky high, yes, I've won, euphoria kicks in! All the nice things I could buy, but hey, how about if I chance this lucky streak and double or triple my money, what could I buy then? Just one more win and I'll quit and walk away.....



Gambling:
**The sure way of getting
nothing from something.**



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When you finally walk away from losing, stomach churning, the realisation that you could not stop, you have lost it all. Gambling is in control of you, the feeling of powerlessness and guilt sinks deeper into your core of despair.

Sound familiar?



**My dad bet
all my savings on them.**



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Gambling becomes an addiction when you feel compelled to continue, irrespective of the odds and it is now no longer enjoyable. As you gamble more than you can afford, the gambling “fix” becomes more than an obsession, it becomes a craving, a craving you cannot satisfy. Eventually the craving will cost you your home, your friends and family, your job.....everything.



**Often, the people who suffer
from problem gambling
aren't the gamblers.**



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No pills or potions are available to cure gambling – not even to help reduce the severity of the gambling craving.

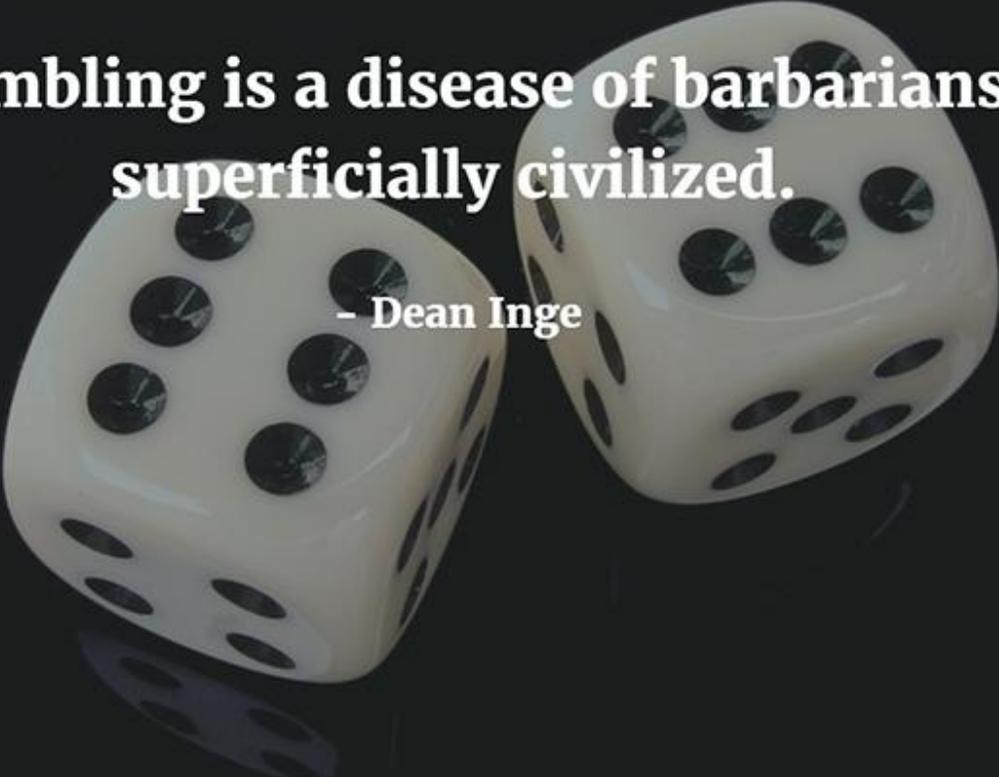


**Gambling has the highest
suicide rate of any addiction.**



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Therapy treatment will help you to remove these cravings, to retrain your neuro pathways to think differently. Your subconscious mind will learn new positive behaviours and make lasting changes. You will subconsciously change and modify into your new behaviour and leave that world of misery, false hope and desperation behind you.

Two white dice are shown on a dark background. The dice are slightly tilted and appear to be in motion or just landed. The top faces of the dice show different numbers of pips.

**Gambling is a disease of barbarians
superficially civilized.**

- Dean Inge



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Rapid change can happen and will equip you with all the tools and techniques for you to regain and rebuild your life, free of this devastating addiction. Gambling will be something you used to do, you will not miss it and you will look back with new insight and learning. Relapse to this parasitic addiction, which steals everything you have, will seem a distant memory.



**DRUG ADDICTION CAUSES
PARANOIA.**

UNKNOWN



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Why wait to reach rock bottom?

You don't have to lose everything and everybody in pursuit of a false dream.....

ACT NOW - You can take Back Control of your Life !



CALL STUART FREE 30 MINUTE CONFIDENTIAL
CONSULTATION TO DISCUSS YOUR ADDICTION ISSUE
07825 599340

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ALSO REACH STUART DOWNING AT:

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www.harleystreetaddictionspecialist.co.uk



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Drug Addiction Therapy
creating new neural connections to
remove drug addiction



Gambling Addiction Therapy
releasing people from the chains of gambling



Alcohol Abuse and Dependency Therapy
helping people recover and regain control of alcohol

**WHAT IS AN
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