

METHOD
b.A-BA[®]
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This method and 3 sessions program is for private individuals and company employees
The program can be held in an 'easy way' one single session of 4 hours in groups
for international interventions

TO BECOME
FREED
EX
SMOKERS



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The desire to be free

YOU'VE MADE A DECISION!

You've probably had enough of smoking for so many years and also, perhaps you can take it no more... However you are compelled to smoke and/or to vape every day.

There is definitely a part of you that wants you to quit smoking while another part of you is afraid of giving up a pleasure or something that equals a «crutch» and also the fear of it becoming bigger, unmanageable...

ANYWAY, THE FEAR OF NOT MAKING IT

If you're a private individual or manager of a company who wishes to help your smoker employees, **I invite you to discover the merits of the b.A-BA® method to become a Freed EX-smoker without any frustration.**

Happy reading and perhaps see you soon!

Bernard Antoine,
Tobaccologist - Hypnotherapist

Bernard ANTOINE, Smoking cessation specialist: degree in Psychology, graduate in Tobaccology from the Faculty of medicine, Paris Sud XI (DU Tobaccology), graduate in addictology and in biological stress (Faculty of medicine Paris Descartes). Hypnotherapist trained in hypnosis by Olivier Lockert at the Institut Français d'hypnose ericksonienne (IFHE). Ex-chain smoker, Bernard Antoine smoked his last cigarette in 2004 after 30 years of very high addiction to tobacco. Since 2006, he spends his working life helping smokers to break from this addiction and he is the creator of the b.A-BA® method. He teaches techniques to addictologists to break tobacco addiction. Since 2012, he is a consultant of the Parisian Cabinet d'alcoologie et d'addictologie Hasse-Consultants.

WHY ARE YOU ADDICTED?

Tobacco is not a drug but an addiction at every moment. Why?

Addiction to tobacco is complex and multidimensional. It is a bit chemical and mainly psychological and behavioural, that's why by resorting to nicotine substitutes or e-cigarettes to stop smoking, and you would however still feel the need to smoke.

THE b.A-BA® METHOD

YOU ARE

- **A bit addicted chemically** but nicotine is gone in a few days after your last cigarette.
- **Very addicted to rituals and automatisms** that have taken hold along the years.
- **Emotionally and psychologically addicted.**

The b.A-BA® method is a preparation towards calmly becoming an ex-smoker which takes into account the behavioural and psychological addiction as well as the personal connection that you have with the cigarette (even e-cigarette in that case). The b.A-BA® method is:

PROGRESSIVE

It does not demand sudden withdrawal or superhuman will power. It helps you prepare the right frame of mind to go through with the steps which will smoothly lead you to a definite break without resorting to nicotine substitutes or medicines.

PERSONALISED

It takes into account the psychological connection that you have with tobacco. It allows you to withdraw calmly and consciously of psychological mechanisms, rituals and automatisms that hold you to the addiction..



Therapeutic tools

- *New generations of Cognitive behavioural therapies (CBT).*
- *Ericksonian hypnosis*
- *Motivational strategies.*

THE b.A-BA® PROGRAMME

3 sessions with a gap of two weeks between each session.

You will continue to smoke during the entire programme (without trying to reduce your consumption). You will become ex-smoker at the end of the 3rd and last session which will end with a hypnosis session.

FOR PRIVATE INDIVIDUALS

SESSION 1

Giving instructions for the 1st and 2nd week and a starter kit
1.5 hours

SESSION 2

Consolidation session - Giving instructions for the 3rd and 4th week
1 hour

SESSION 3

Hypnosis session – You throw your last pack of cigarettes in transparent vases. Giving a handbook of ex-smoker (Accompanying booklet). You are an ex-smoker intern - 1.5 hours

The program can be held in an 'easy way' one single session of 4 hours in groups for international interventions. Each participant will throw last cigarettes at the end of the session

FOR COMPANIES (SMOKERS AND/OR VAPERS)

A programme specially conceived for companies, it is carried out in groups at the work place. (5 to 15 participants).

Find out more details: Few mutual health insurances accept partially or totally the cost of this support programme in the framework of employees' health and safety.

Why should you have a quit tobacco and/or vaping support programme in the company?

Employees are freed from an addiction at every moment.

- Company's image (Vaping included)
- Offering smoker employees the opportunity to take action.
- Reducing risks (health, professional risks).
- Reduced smoker/non-smoker conflicts.
- Increased productivity.

The cost of tobacco in the company

According to an independent study carried out in 2013*, a smoker costs his employer between € 2000 and € 4000 every year in the company (breaks, sickness leave, reduced presenteeism and productivity).

Preliminary meeting possible in CHSCT (Committee for Hygiene, Safety and Working conditions), HRD, Occupational medicine

- Debriefing meeting (40 minutes) offered to all smoker and non-smoker employees
- Writing messages that are suited for internal communication of the programme launch
- Registration of employee volunteers

SESSION 1

Debriefing session :
Giving instructions and starter kit – 2 hours

SESSION 2

Consolidation session:
Interpreting session 1's results – 2 hours

SESSION 3

Liberation session : the employee volunteers throw their last pack of cigarettes. Giving a handbook of ex-smoker (accompanying booklet). You are an ex-smoker intern – 2 hours

- An optional support session after quitting smoking.
- A personalised follow up for three months after the break.
- An anonymous qualitative and quantitative assessment after six months.
- An optional second assessment, 1 year after quitting.



Results :

Average results in 385 smoker employees**:

48 % of the participants who were part of the

b.A-BA® programmes in companies have become ex-smokers.



* An independent study published by the review Tobacco Control, a part of the British medical journal (BMJ) group. **A study conducted between 2010 and 2015 on 385 smoker volunteers, spread over 5 companies that used the b.A-BA® method and the results were obtained based on an anonymous questionnaire sent to every participant 1 year after quitting.

TESTIMONIALS

Find other validated testimonials of private individuals and employees on the site :
www.hypnose-cabinet-paris.com

“ The regional integration support advised me to attend the b.A-BA® method workshops organised in Lyon. At that time (January 2011), I was trying to quit smoking through acupuncture. Physically it was effective: I was sick of the smell of tobacco. But psychologically I still felt weak. However, the b.A-BA® method rightly allows you to work on this aspect of tobacco addiction, to make the desire to quit stronger than that of smoking. So I grabbed this opportunity and today, I no longer touch a cigarette.

Josepha Coronilla-Executive assistant ITS Azura agency

“ There were about fifteen of us from the website Colombes to participate in the b.A-BA® method workshops in 2010. Until then, I used to smoke about one pack a day. I had already made several attempts, used patches, tried hypnosis... and each time, I would relapse. The b.A-BA® technique appealed to me, which is based on the breaking of cigarette related pavlovian rituals. I was sceptical in the beginning, but by the end of May, I had to appreciate that going to these group workshops established a dynamic reality. On 24th June, I stopped smoking. Since then I never got back to it. **Guillaume Audé, Pilot project Trade management EDF**

“ I started smoking at 14 years and 19 months ago, I still used to roll 25 to 30 cigarettes every day. Since then, I've stopped because of the b.A-BA® method. It let me beat my own record, which until then was 9 months without tobacco... But not without the urge. What is interesting about the b.A-BA® method is that the workshops take place in the work place and during office hours. Also interesting is (and especially surprising) that one does not need to stop smoking, nor reduce one's consumption during the one month of the workshops. Smoking is incorporated in the method ! **Tedj Ouchène, IT telecom expert, EDF DSP Nanterre**

“ I was an addicted smoker for 25 ans. I used to smoke about 20 to 30 cigarettes everyday and used patches to work at the chair. But I had reached the stage of disgust, I couldn't take the smell of tobacco. The b.A-BA® method is a brainwashing which puts an end to fears and the certainties of a smoker. Bernard Antoine activates an idea in the mind that will germinate like a seed: Smoking does not have any benefits and tobacco does not make life easier.

Nicolas Frydman, Dental surgeon, Paris