

For Immediate Release

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**Look Great in a Bikini this Summer Using Hypnotherapy!**

**SCOTTSDALE, ARIZONA- May 24, 2007** –For people in the Valley who want to shed a few pounds before slipping into their bikini or swim trunks this summer, Parkway Medical Family & Urgent Care in Scottsdale has the answer- hypnosis! For the month of June, Julie Jones, the practice's Certified Hypnotherapist /Weight Loss Coach will be giving out a complimentary CD that consists of a 4 minute explanation of hypnosis and a 15 minute demonstration (while supplies last). The CD introduces individuals to hypnosis and allows each person to experience it in the comfort of their own home. To pick up the CD, stop by the office at 6565 E. Greenway Parkway.

Hypnosis is defined as a state of relaxation that allows you to be open to change and can be used with anyone who is feeling out of control in a part of their life. The process assists an individual to access an unlimited resource, the mind, to reach their goals. Julie helps her clients learn how to control and curb their appetites and what factors trigger it. With these facts in hand she can then help them to change the belief that they are living to eat to the idea of eating to live. Using guided imagery and positive self talk (i.e. I choose to be calm and in control, especially around food) Julie teaches individuals to change their feelings about the how and why they eat.

After an individual familiarizes themselves with hypnotherapy by using the introductory CD, Julie offers a complimentary consultation to customize each individual's path to permanent weight loss. The number of sessions needed to reach their ideal weight is determined at that time. For more information on the CD and to schedule a complimentary consultation clients can call 602-576-8821. Appointments are available for scheduling on Tuesdays, Wednesdays, and Thursdays. For additional information on Parkway Medical visit <http://www.parkwaymedical.com>.

**About Parkway Medical, PLC**

Parkway Medical is committed to medical care and is contracted with most health insurance plans. Drs. Robert Bierman, Martin Blume and Stuart Medoff head the Parkway Medical offices. The group of 12 providers includes physicians, nurse practitioners, and physician assistants. The entire staff puts the patient first, both in quality medical care and customer service. Services offered include, family and internal medicine, urgent care, hypnotherapy,

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medical acupuncture, bone density, osteopathic manipulation, laser & skin services including injections and professional skin care products. Parkway Medical is available for routine scheduled visits and for the unexpected accident or illness. Patients may schedule an appointment for routine or urgent care or may simply walk in. The medical office will see most patients on the same day. Offices are located at 6565 East Greenway Parkway, Scottsdale Arizona 85254. For more information on insurance, services or treatments patients can visit <http://www.parkwaymedical.com>.

The Family & Urgent Care office has extended hours during the week and on Saturday and now offers evening and Saturday scheduled appointments along with urgent care, Monday through Thursday 7:30 am to 8:00 pm, Friday 7:30 am to 6:00 pm, and Saturday 8:00 am to 5:00 pm. Patients can call 480-348-3200 to make an appointment.

The Laser & Skin Centre hours are, Monday through Wednesday 9:00 am to 6:00 pm, Thursday 11:00 am to 8:00 pm and Friday 9:00 am to 6:00 pm. Patients can call 480-348-3245 to make an appointment.

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