

wingwave-special: Slim with Offvertising

ENGLISH Description and Instructions for Use

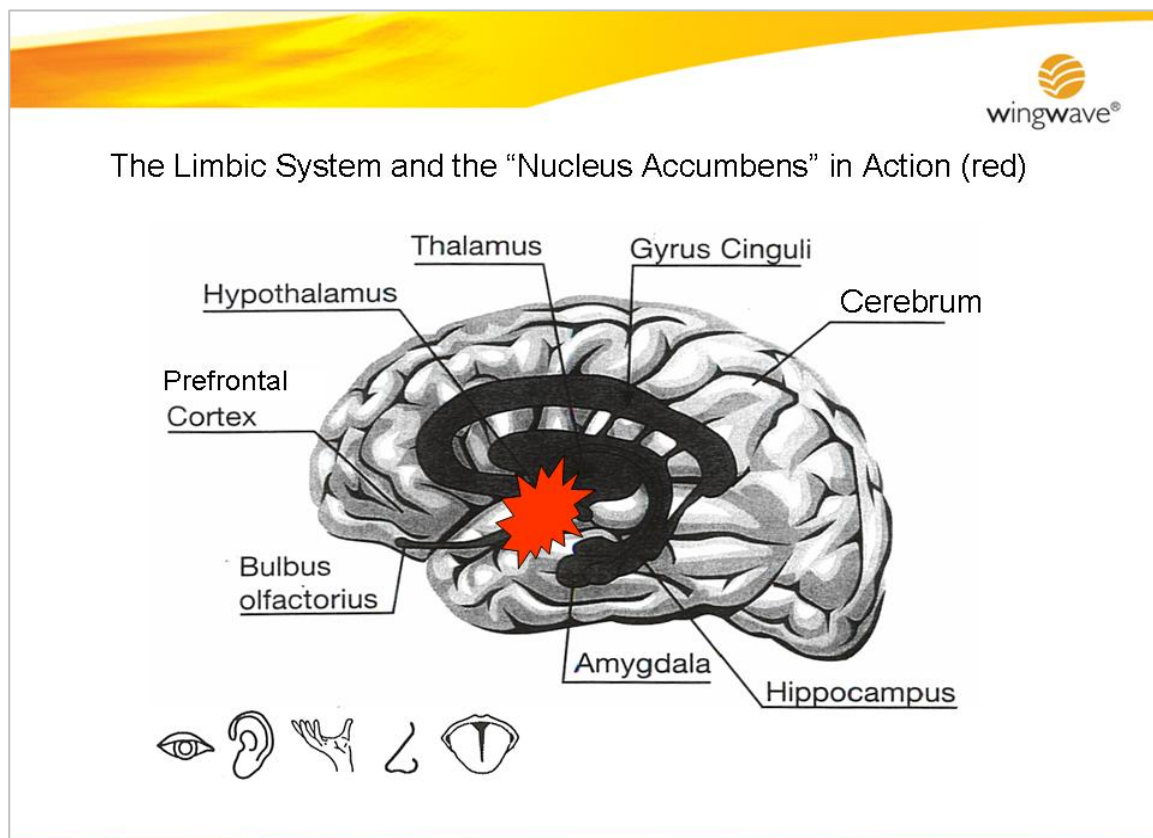


Slim with Offvertising: Description and Instructions for Use

According to the latest behavior studies, advertising photos and commercials are also responsible for the onset of food craving attacks. So-called “Food Designers” load mostly completely worthless food with emotions for consumers and transform them into irresistible emotional sham packaging. For example, fun in bags, eroticism in the form of camembert and recognition via golden, rustling paper is offered. Small funny, colorful, sweet friends imply social contact – and in reality make you fat and lonely. The suction effect of advertising penetrates the limbic system directly via images and sounds: this is the part of our brain which organizes emotions and which too often ignores the statements of intelligence and reason coming from the cerebrum. The so-called ‘nucleus accumbens’ reacts very strongly: this consumption lust core in the limbic system is responsible for excessive euphoric emotions which can make you headless, fat or poor – consider the apt terms of ‘stock exchange fever’ or “shopping frenzy”.

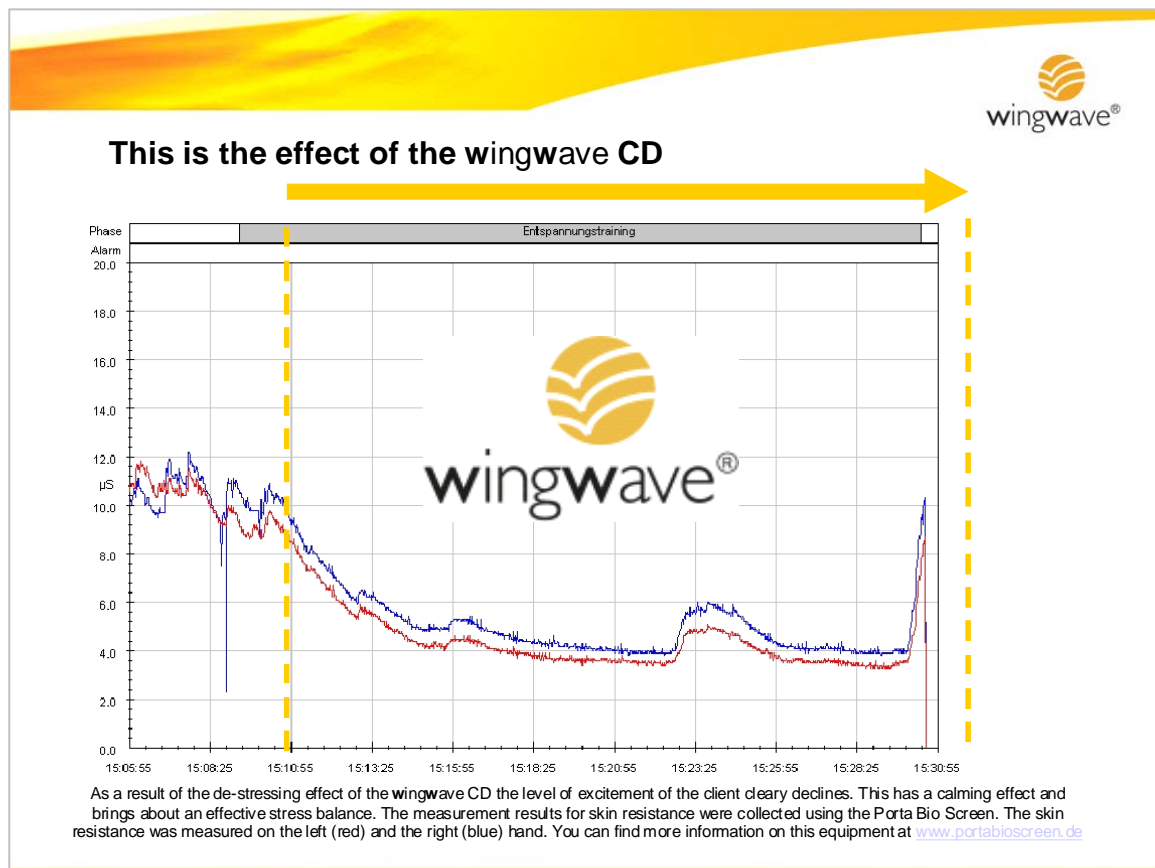
It's no use if you, as a victim of these advertising attacks, turn to salad, crisp bread and protein drinks - this doesn't reduce the suction effect, if wine gums, pizza and other such food entice you at the next corner or during the next TV program or you yet again stand helpless in front of an overflowing buffet. The consumption lust core is immediately active and allows you to nibble ‘under remote control’, allows you to buy useless products or to raid the fridge.

With Offvertising and the **wingwave** methods you learn „advertising backwards“: you do not avoid the high-calorie pursuers, but face confrontation and thus specifically disenchant the suction effect of the emotional sham packaging which makes you fat. Develop your brain specifically into a euphoria manager by repeatedly watching the Offvertising films in combination with the **wingwave** music and subjecting yourself to automatic emotional training. After just three sessions your brain already learns to automatically ignore the effect of enticing persuaders in real confrontation, and to ‘cool down’ instead of generating craving hunger. The ‘nucleus accumbens’, the consumption lust core, only flickers weakly on standby. You experience a positive feeling of freedom, inner strength and superiority when the little fatteners seek to entice you because the enticement signals simply rebound off you. And now the nucleus accumbens starts to light up when you look with pride at yourself in the mirror: sparkling self-esteem instead of wearing helplessness!



The Offvertising training is enhanced by listening to **wingwave** songs combined with the films. The **wingwave** songs „pur“ – more of this is available in our **wingwave** online shop – can also be used very well for general relaxation, as a learning support and motivation assistance for movement and endurance sport. The stereo headphones are important for an intensive effect, during which the beat of the music alternates in right-left rhythm between the ears. This optimizes cooperation between the two halves of the brain and reduces the general level of excitement. In the same way, the brain also finds the food images offered less and less exciting and interesting during Offvertising emotional training. And at the same time you feel better in your body without wanting to stuff anything into it.

In the following illustration you can see the pleasant cooling and calming effect generated by the **wingwave** music. This stress level recording using the Porta Bioscreen unit is made by measuring the skin resistance on both hands of the test person (blue and red curve). From the yellow dotted line onwards, the test person is listening to the **wingwave** CD.



Your brain uses this method to organize targeted 'de-stressing' when seeing the food and drink images offered and also transfers this effect to other genuine or illustrated fatteners which are similar to it in the film. By way of this training your unconscious mind learns that respective images and food products are unimportant, boring and negligible. And that's a good thing: you experience happiness, quality of life, success and satisfaction most intensively via healthy nutrition, a healthy body and genuine emotions. Genuine emotions do not come out of bags, pots, crinkly paper, boxes, bottles or glasses, but from yourself, from your relation to real people and from fulfilled life content. Calorie bombs are merely a pleasant companion and not dictators which control everything.

Watch and listen to the Offvertising film of your choice twice a week, or even more often. Make sure you eat regularly and eat healthy food because 'real hunger' and thirst for water are correct, and secure our survival. Offvertising is only intended as an 'emotional cooldown' against excessive consumption attacks. The films include "Sweets" and "Food". „Snacks“ and „Drinks“. Watch them all or pick a topic of your choice.

Instructions for using the Film:

Connect a stereo headphone set to your visual recorder. Sit comfortably. Just watch the image sequences in the film and carry out a so-called 'Body Scan': feel into your body and consciously perceive the suction effect of the first respective eat or drink images. Then sense how this 'emotional echo' clearly reduces further and further in your body when the 'advertising runs backwards'. Taste the changing colors and contrasts inside you. In this way your brain gradually learns to activate the 'emotional cool down' automatically whenever your senses are confronted by these or similar fatteners. The advertising suction effect becomes weaker and weaker and you regain your freedom of choice.

Instructions for using the wingwave songs „purely“:

Listen to the songs to relax, as a motivating companion for sporting activities, for routine work or when learning. To support Offvertising training, use the effect of **wingwave** music simply when shopping at the supermarket, when cooking or – if you are alone – even when eating. The emotional balancing effect will then provide 'live' pleasant inner distancing to various fatteners.

The Offvertising emotion training and the **wingwave** methods have been developed by the certified psychologists, Cora Besser-Siegmund and Harry Siegmund. Back in 1988 Cora Besser-Siegmund wrote the bestseller, „Easy Weight – der mentale Weg zum natürlichen Schlanksein“ (*Easy Weight – the psychological path to natural slimness*) and was the first German-language author who appealed to a wide readership with the topic of ‚losing weight starts in your mind‘.

Further information at

www.wingwave.com and at www.easy-weight.de

General Note:

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