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## Natural Botox?

### Dundas hypnotherapist's CD targets brow lines -- without costly injections or creams

February 25, 2009

**MARY K. NOLAN**  
THE HAMILTON SPECTATOR  
(Feb 25, 2009)

If the thought of a needle between the eyes brings a furrow to your brow, Joan Krygsman can make it go away.

The Dundas hypnotherapist says her method of reducing crow's feet, forehead creases and brow lines does not involve unpleasant injections or expensive creams.

Hypnox is an audio program of relaxation techniques that target the facial muscles responsible for wrinkles around the eyes and mouth, across the bridge of the nose and forehead and between the eyebrows.

Krygsman, 40, is promoting Hypnox as a safe, long-lasting, non-invasive and affordable alternative to Botox, the popular but controversial botulinum toxin that is injected directly into the affected sites.

She maintains that Hypnox, if followed for 30 days, can break the habits that cause wrinkling and creasing on the face.

Squinting, frowning, pursing the lips, clenching the jaw and screwing up the nose are all just habits.

These habits can be broken by concentrated relaxation and mindfulness, just like smoking, overeating, nail-biting and other habits treated successfully with hypnosis.

Eventually, the muscles that control those actions become permanently relaxed resulting in a smoother face, says Krygsman.

The theory is simple, logical and natural, which is an important factor at a time when consumers are increasingly leery of chemicals and additives in beauty products.

Krygsman says it has proven popular with women over 35, not so much with men.

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It is harder to sell in Canada than in the States, and consumers in Texas, Arizona and California love it, she says.

She's still trying to figure out the demographics, but admits that some people simply don't like the idea of hypnosis.

They equate it with quackery and loss of control, a stigma perpetuated by movies and stage shows.

"But you are the one in control," she explains. "I can't make you do anything you don't want to do.

"People say 'Can you make me cluck like a chicken,'" Krygsman laughs.

"I say 'If you want to cluck like a chicken, I can make you cluck like a chicken. But only if you want to.'

"Hypnosis is accepted for so many applications within the medical community," says the mother of three-year-old Fritha, who was delivered with the help of self-hypnosis.

Hypnox is just a state of deep relaxation and inner concentration, where distractions and external stimuli are minimized.

Hypnox, which is nothing more than Krygsman's calming voice issuing clear instructions, is designed to be used at bedtime.

The program, available as a CD for \$24.99 or MP3 download for \$14.99, begins with progressive muscle relaxation starting at the feet and ending at the head.

Then, the focus shifts to the calming of the five main groups of facial muscles before ending with a posthypnotic suggestion to ensure those muscles remain relaxed through the night.

Unlike Botox, a neurotoxin with a range of potential side-effects, the only possible side-effect of Hypnox is a good night's sleep, Krygsman notes.

"It's a very simple idea and it works," says Krygsman, who recommends Hypnox for individual use at home as an adjunct to spa therapies or to prolong the effects of Botox treatments.

Although unfamiliar with Hypnox, Hamilton dermatologist Peter Vignjevic says the idea sounds harmless at worst and potentially effective at best.

"Theoretically, if hypnosis could stop you using those muscles that control the frowning action, it should work," says Vignjevic, who practices medical and cosmetic dermatology.

"Frowning is just a habit. People don't even realize they're doing it.

"If you can relax and be taught not to furrow your brow, it should help," says Vignjevic.

He agrees that Hypnox could complement Botox.

Currently, Hypnox is available at ellenoire, 41 King St. W. in Dundas and online at hypnox.ca.

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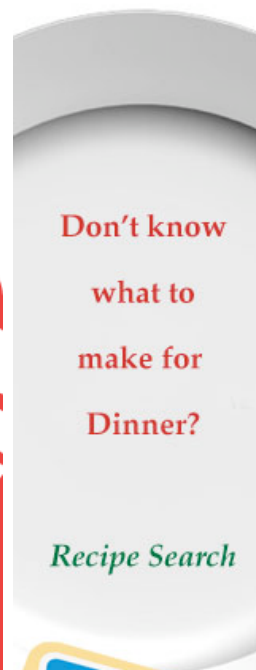
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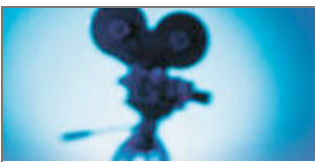
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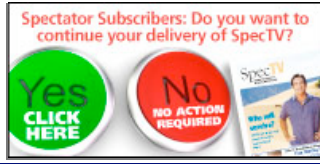
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