

## CASE REPORT

CONTROL OF TOBACCO *PAAN* AND *NASWAAR* ADDICTION BY HYPNOSIS

Shamir Malik, Qanita Mahmud, Areeb Rehman, Samina Malik, Mohammad Fayyaz

Department of Physiology, University College of Medicine and Dentistry, University of Lahore, Lahore, Pakistan

**Introduction:** Different types of hypnotherapy are being used, these days, to treat various clinical conditions. Hypnotherapy works by causing interaction of a subject with his subconscious, thus resulting in strengthening of will power, which drives each aspect of health and disease. **Case Presentation:** We discuss a case of a 30-year-old man, a tobacco *paan* and *naswaar* addict, counselled to quit this health devastating habit, and offered an incentive too, but in vain. He was then treated with hypnotherapy. **Conclusion:** Hypnotherapy can prove to be a useful tool for many conditions involving behavioral disturbances, particularly addiction. Further, hypnotherapy can be combined with medical treatment to enhance the therapeutic effectiveness.

**Keywords:** Hypnosis, Tobacco, Habit, Hypnotherapy

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## INTRODUCTION

Hypnosis is considered to be an altered state of consciousness which is characterized by enhanced focus plus suggestibility and the management strategy which involves hypnosis as the main treatment is referred to as hypnotherapy.<sup>1</sup> Hypnosis is a powerful process involving mind-body interaction to manipulate the behavior of an individual. Therefore, hypnotherapy can be used as an effective tool to target different brain areas to attain the desired results. Hypnotherapy can be used to treat a variety of conditions like anxiety, depression, irritable bowel syndrome, emotional numbing, obesity, sexual dysfunction, sleep issue, trauma and many others.<sup>1,2</sup> In addition to that, hypnosis can also be used as an adjunct therapy to pharmacological treatment for effective therapy of physical conditions like asthma and respiratory conditions, cancer, cardiovascular conditions, premature labour, impotence, infertility, immune system strengthening, pain, intestinal conditions and many more.<sup>3</sup>

Despite the diverse uses of hypnotherapy, its effective role in smoking cessation is often ignored.<sup>4</sup> Although this therapy has been employed in certain cases with a success rate of up to 45%, its use and effectiveness largely remains unexplored.<sup>4,5</sup>

Use of smokeless tobacco is a common practice in certain parts of the world like India, Pakistan, other Asian countries and North America.<sup>6</sup> Tobacco use in the form of *paan* (پان) and *naswaar* (نسوار) is associated with a very high incidence of oral submucosal fibrosis. In addition to that, smokeless tobacco products are not only related to oral cancers but also target another important organ, that is pancreas.<sup>6,7</sup> These products are also considered to significantly elevate the risk of myocardial infarction.<sup>7,8</sup> Here, we report the case of tobacco *paan* and *naswaar* addiction in a 30 years old male patient, treated with hypnotherapy.

## CASE PRESENTATION

A 30-year-old unmarried healthy man was brought to a medical doctor who was a hypnosis expert. His relative who was associated with nursing profession had counseled him already to quit tobacco *paan* and *naswaar* addiction. She also gave him incentive to arrange his wedding with her sister if he wins over his habit.

He used to consume 2–3 *paans* per day and *naswaar* all the time except while sleeping and eating since last 10 years. On examination, he had a normal looking tongue though it was red stained due to *paan* and *naswaar*. His gums were swollen and had boils in the mucosal lining of cheeks. There was no family history of tongue cancer.

Patient was briefed after seeking consent. He was advised to lie down comfortably, close his eyes and breathe deeply till he was brought into deep trance. He was advised to visit his favorite place in his imagination. Association with *paan* tasting was created by asking the patient to touch his thumb and middle finger. Then his fingers were separated to discontinue *paan* consumption. He was then instructed to hold spit pan in left hand and spoon in right hand in imagination and start eating *paan* from the spit pan. He developed nausea soon. Then he was made to use his left hand's thumb and middle finger again to eat *paan* plus waste both. He felt a mixed taste. Then, he was informed that a fly is stuck to his spoon. He developed repulsion from *paan*. He was then taken out of trance. He was offered 3 similar sessions in a period of 1 month. The first session lasted for one hour, second for half an hour after one week and 3<sup>rd</sup> for half an hour after 1 month.

Miraculously, the man was able to quit tobacco *paan* and *naswaar* addiction/consumption completely after one month with only 3 sessions of hypnosis.

## DISCUSSION

Although hypnotherapy is being considered as an effective mode of treatment in certain parts of the world, a study was conducted to determine the efficacy of hypnotherapy for cessation of smoking in 2013 in Pennsylvania. This study concluded that there is no significant difference in results when hypnotherapy was used for smoking cessation against alternative methods.<sup>9</sup>

In another review published in American Journal of Clinical Hypnosis in 2010, it was stated that hypnotherapy achieves a higher success when compared to no treatment but results may be equivalent to other non-hypnotic treatments.<sup>10</sup> A study on the use of hypnotherapy for alcohol addiction revealed no significant difference over conventional therapy. On the contrary, its efficacy on cocaine addiction showed extraordinary results.<sup>11,12</sup>

Our study, reveals, great success by 3 sessions of hypnosis in a case of smokeless-tobacco addiction. Hypnosis played a miraculous role in quitting this unhealthy habit, which counselling and even incentive could not do. This showed that hypnotherapy is a useful therapeutic tool for various conditions and its role and efficacy in the treatment of medical conditions needs to be explored further.

## CONCLUSION

By developing negative association at subconscious level during hypnosis, one can win over bad habits. The mind-body interaction in hypnotherapy can prove to be of immense help in treatment of clinical conditions alone as well as an adjunct to other pharmacological

treatment so as to attain maximum therapeutic efficacy.

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### Address for Correspondence:

**Prof Dr Samina Malik**, Head of Physiology Department, University College of Medicine and Dentistry, University of Lahore, Pakistan. **Cell:** +92-301-8652128

**Email:** drsemymalik58@gmail.com

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