

Viral 'Raining Spiders' Video Terrifies UK Arachnophobes

Submitted by: Kin Communications2

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- Arachnophobia exists worldwide affecting up to 42% of the UK
- Viral videos of spiders falling from the sky could trigger arachnophobia and panic attacks
- Hypnosis is a fast way of treating phobias

42% of the UK are afraid of spiders to some degree, it ranges from a little scared of them to the 18% of Brits that full-on arachnophobes. Being an arachnophobe means when they see a spider, whether in real life or on a screen, they can react from mild anxiety to panic attacks. This is exhausting, especially if they have no control over when they're exposed to a potentially phobic situation or stimulus.

Unfortunately, due to social media, thousands of people were recently shown terrifying images of spiders raining from the sky when an old video from Brazil resurfaced, possibly the worst situation imaginable for someone with arachnophobia.

As social media and viral videos dominate more and more of people attention, they have less control over what content we might see at any given moment, thus exposing someone to potentially troubling or frightening subjects that they would rather avoid. The very nature of feeds and timelines means someone has no idea what is coming next and can result in people living in fear.

Tackling a phobia can be a time-consuming and anxiety ridden experience, which is why hypnotherapy is a fantastic option for people determined to be cured and move past their phobia. It is very possible to be cured in one session or a group workshop.

Harley Street Hypnotherapist and 'Phobia Guru' Adam Cox explains:

'Spider phobias are one of the phobias that people are most motivated to overcome due to problems avoiding them. Spiders don't only invade our homes they are not invading our social media feeds as well. Over the last few years I've cured hundreds of arachnophobes in either group workshops or private sessions. Clients are surprised that they can arrive terrified of spiders and leave having held a giant tarantula.'

Adam continues: 'As a Harley Street hypnotherapist I've worked with CEO's and celebrities and not everyone can afford to work with me in private sessions. This is why I'm passionate about my group workshops which so far have a 100% success rate to help more people be free of their arachnophobia, permanently, I've also created a free download to help arachnophobes use strategies to cope with their fear of spiders'.

The group sessions take place in Central London and the Chessington World of Adventures theme park in collaboration with Creature Courage and are priced at £127, less than half the cost of a single session of private therapy with Adam in his Harley street practice.

The next workshop is on the 5th of May.

Previous success stories include Lisa, who attended a previous session. Lisa had a horror story to share with before she got started: 'I'm absolutely terrified to the point of tears. My little brother collected 200 spiders in a jar and decided to put them in my bed. Thought it was funny to watch his sister be petrified. I pulled back the sheets and it was like Arachnophobia. They were everywhere.'

Having completed the session, Lisa was amazed by the results: 'What's happened in the last few hours has blown me away absolutely. I could now be in a room with a spider and I've gone through the whole process. They kept me calm throughout the whole lot.'

Tackling a phobia can result in a huge sense of relief as well as a new-found freedom.

ENDS

For additional comment and for imagery to accompany this release please contact Tom at tom@kincomms.com or Jack at jack@kincomms.com, or you can call on 020 3958 7085

Notes to Editors:

Adam Cox is a fully insured clinical hypnotherapist that qualified with the LCCH, is a member of the BSCH (British Society of Clinical Hypnotherapists) and listed on the GHR (General Hypnotherapist Register) <http://www.hypnotherapy-directory.org.uk/hypnotherapists/adam-cox> . Adam has worked with celebrities and CEO's and is often featured in the UK media.

Visit Phobia Guru <http://www.phobiaguru.com/> for more information.

Adam Cox recently helped arachnophobes conquer their fear <http://creaturecourage.com/> at Chessington World of Adventures, with a 100% success rate. Celebrities including James Jordan from BBC One's Strictly Come Dancing and Amber Davies, from ITV2's Love Island, were able to overcome their fears during the four-hour session.

Filming from the most recent immersion workshop can be viewed here <https://www.youtube.com/watch?v=dNQZ1ufPDCw>

For those looking to experience the immersion therapy technique for themselves, visit Phobia Guru <http://www.phobiaguru.com/>

About Creature Courage:

Creature Courage is a partnership between animal educator Britain Stelly and Hartley Street hypnotherapist Adam Cox who run regular workshops that use a combination of cognitive therapy, NLP and hypnotherapy with an immersive therapy option to achieve an incredibly high success rate. Britain and

Adam are available for interviews upon request.