How to succeed in your resolutions for 2019. And some stand out examples of people that changed their lives in 2018, with help from the addiction experts at Allen Carr's Easyway

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With January and a new year on the horizon, it's a time that many of us start to look at our lifestyle choices and make plans to introduce healthier habits or life changes. The world's leading authority on addiction, Allen Carr's Easyway is well versed in helping people achieve their resolutions, throughout the year.

Allen's Carr's Easyway has proved to be the most successful stop-smoking method of all time, curing an estimated 30 million people worldwide, offering access via the best-selling book, group seminars or the new online seminar programme. A recent study from the Irish health service proved it is twice as effective as the other smoking cessation methods currently on offer. Allen Carr's Clinics are available in 50+ countries across the globe and the method is endorsed by a wide variety of celebrities and opinion formers. Michael McIntyre, Richard Branson, Chrissie Hynde, Sir Anthony Hopkins, Ellen DeGeneres, Lou Reed and Anjelica Huston are long-term supporters of Allen Carr's Easyway.

Following on from the success with smoking, the addiction experts at Easyway have successfully applied the method to other areas including e-cigarettes, alcohol, weight, drugs, sugar, caffeine, anxiety, debt, gambling and fear of flying – all habits or problems that people will look to change in 2019.

John Dicey, Global CEO of Allen Carr's Easyway, offers his tips to help you stick to your resolutions:

With so much sensational looking, gorgeous smelling, tempting & tasty food (not to mention the booze) available throughout the Christmas season - it's easy to become entirely immersed in excessive consumption. Not just for a day - but for the entire period. Many people emerge into the New Year having ended up wobbling around the Christmas tree rather than rocking around it.

1. Make only one resolution, two at most. Sometimes we're so determined for a fresh start in the New Year we end up biting off far more than we can chew. Packing in the fags, quitting drinking, going to the gym every day, going on a diet, putting away some savings, spending less time watching TV or gaming all seem like good ideas at the time – but try to handle them all in January and they'll falling by the wayside faster than the needles on your dried out Christmas tree.
2. Whatever your New Year's Resolution is – write it down. Highlight the massive advantages that success will bring. Explore every angle of success and make a note of it. Whatever your resolution is – if it's worth achieving – you should have at least 4 or 5 bullet points that won't fail to make you smile.
3. Rather than starting off with a feeling of doom and gloom – focus on those upsides that you've written down and enjoy them from the moment you embark on your resolution. Don't wait until you start noticing them. If you won a holiday of a lifetime – but had to wait until May before you went away on it – you wouldn't wait until May to start feeling good about it would you? Of course not. Enjoy your new life, right from the start.
4. Do it for yourself. It's tempting to decide to quit smoking, lose weight, or cut down on your

drinking for the sake of your partner or of your kids. Don't do it. An argument with them or a rough day of kids or your partner squabbling, and that motivation becomes a little less strong as the temptation to cave in and declare, in true drama queen style "Now look what you've made me do" as you light a fag or rip open a box of Milk Tray. Make your resolution for yourself – for one simple reason; that you'll enjoy your year so much more as a result of sticking with it.

5. It's not "all or bust". If you end up falling down, eating those apparently irresistible cookies that someone left out, or missing your trip to the gym after a hard day at work – don't beat yourself up. You haven't committed a crime, you just slipped up, that's all. Pick yourself up, brush yourself off, focus on your highlights list and feel good about yourself.

CASE STUDIES – a selection of success stories from 2018

Phil Tabor, aged 54, lives in Buckinghamshire. Quit his 20-a-day smoking habit + sugar addiction

In the past year, Phil has successfully quit his 20-a-day smoking habit. After attending an Allen Carr's Easyway to Stop Smoking seminar he never had another cigarette. And after completing a Weight Loss & Sugar Addiction Online seminar, he managed to quit his junk food habit as well, losing 54lbs in the space of four months.

Phil comments: "I'm not anti-smoking, I see other people's reliance on cigarettes, I stand and socialise with them still, but I am a proud non-smoker. The best thing about stopping smoking and giving up sugar is finally being the version of me I've always wanted to be!"

Siobhan Lane, aged 28, lives in Melton Mowbray Leicestershire. Quit sugar and lost more than 20 pounds in a few months

A busy mum and Managing Director, Siobhan spent many years struggling to address her diet and lose weight. A friend recommended the Allen Carr Weight Loss & Sugar Addiction Online Seminar. Siobhan attended a seminar in September 2018 and immediately changed her eating habits, resulting in a weight loss of more than 1.5 stones.

Siobhan comments: "Before the seminar I was sceptical, I had tried so many diets and exercise fads but as soon as the online seminar finished I had an urge to clear my cupboards of all the bad things I didn't realise I was eating! I now cook from scratch almost all the time, when previously I was the take-away Queen. I have fallen back in love with my body. I had terrible body issues after I had my 2 children and really struggled to lose the extra pounds. But now I feel like I'm 18 again. I have more energy and I feel more positive about myself. Everyone should live their life by the Easway, because it really is so easy!"

Di Wright, aged 60 lives in East Anglia. Quit alcohol, following a daily battle

Di Wright is a Health & Safety officer. After becoming concerned about the amount of alcohol she was consuming, always a bottle of wine each night but sometimes two, Di decided to address it by reading the Easyway to Control Alcohol book.

Di comments: “Everything the books say has come true for me: there absolutely IS a very happy life after stopping drinking. I have regained my self-respect, I realised the other morning as I came downstairs to start my day that I was smiling and I had a great sense of wellbeing for absolutely no other reason than it was just good to be alive. It doesn’t get better than that. I have changed nothing else and I still enjoy going out. If anyone is worrying about their drinking becoming out of hand then have courage and check out the Allen Carr Easyway books."

Visit www.allencarr.com for information on all the products available. For media queries, please contact Claire Doherty on 07932 651 837 or Claire@thisisgrapevine.com

Notes to Editors:
• John Dicey is available for interviews and features
• Access to case studies featured, or alternatives, available on request
• Media trials of the seminars and books are available on request

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