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Zap the Habit

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(Photo: Travis Schutten, KFOR-TV-DT)

HEATHER HOLEMAN REPORTING

NORMAN, Okla. -- It seems lasers are used for any and everything these days, from correcting eyesight to repairing wrinkles. Now a new type of laser treatment claims to help you kick the smoking habit. One Oklahoma woman calls it an absolute miracle. NewsChannel 4's Heather Holeman shows us how some smokers plan to "Zap the Habit."

"I started smoking when I was 16 and I'm 67 now, so I've been smoking for 51 years," Kathy Richard claims.

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It was a life long addiction. The two pack-a-day habit began eating away at Kathy Richard's health.

"I was starting to get some of the symptoms of Emphysema and I had a silent heart attack, probably somewhere around 10 years ago. Knowing all of that, I still couldn't stop," Richards says.

Hypnosis, group support, and nicotine patches didn't work either, so Kathy Richard tried a laser treatment at Anne Penman Laser Therapy in Norman.

"It worked. It's absolutely a miracle," Richards claims.

"This is my first business. I've never even had a lemonade stand," says John Baker.

John Barker has his PhD, but he is not a medical doctor. He was a college math professor who gave up that career for a new one.

"On July 14th I had the treatment in Dallas and I was just so amazed at how well it worked that I knew that this was what I was supposed to be doing," John Baker says.

Barker says the painless lasers help curb cigarette cravings by stabilizing endorphins, hormones that, for smokers hit peaks and valleys all day long.

When endorphins drop, Barker says, they trigger the need for a smoke.

Nationwide Anne Penman laser treatments have a 64 percent success rate.

"I'm just so excited about how well this treatment works. It's a blessing to me to be part of miracles everyday because quitting smoking, in my opinion, is a miracle and it was a miracle for me," John Baker explains.

"There's just no comparison. This is just so much cheaper, healthier, happier and freer. Maybe it'll get rid of some of the wrinkles even, ha ha," says Kathy Richards, who wasn't willing to let her life go up in smoke. "I'm breaking the addiction, breaking through. I'm breaking through."

Treatment at the Anne Penman Laser Therapy in Norman or Harrah costs about \$300.

Additional information can be found with the related link attached to this story.

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