



ANNE[®]
PENNMAN

LASER THERAPY

Introduction

Welcome to Anne Penman Laser Therapy Online Training Course

Let me introduce myself and tell you a bit about my background. My name is Anne Penman and I have been practicing laser therapy for smoking cessation since 1992 and offering training courses since 1994.

I quit my 'nicotine addiction' on April 19th 1991 – I was a 60 a day smoker who loved every single cigarette and would never have considered stopping smoking until my husband Ron (who was also 60 cigarettes a day smoker) had his second heart attack at the age of 41 and was told he needed a triple bypass to stay alive.

I reluctantly tried everything available at that time and it wasn't until I found laser therapy that I was able to quit. I went for my first laser therapy session to please my family, determined not to quit and was totally shocked when the treatment helped, and I quit. I could not believe I had found something that helped me and wanted to spread to word and help others.

My husband Ron is now seventy-one and doing well. We both continue to dedicate our life's work to inspire and help others to quit smoking. Our ultimate goal is to complete clinical research and have the Anne Penman Laser Therapy offered as a mainstream choice to all smokers worldwide.

It is my dream to help as many people as possible make long-term lifestyle changes. I truly believe that with the right support, you can do anything.

<https://www.annepenman.com/my-story/>



Requirements for Certification

The following are required to be completed for certification:

- **Essay**
Write a 300-word essay about your learning within the context of the Anne Penman Laser Therapy Course.
- **Oral Sales Presentation**
Each student will be asked to do a ten-minute presentation about the Anne Penman Laser Therapy Stop Smoking Programme.
- **Telephone Skills**
Each student will be asked to create a cheat sheet to use to conduct telephone/sales call with a prospective client.
- **Oral Paper**
Each student will be asked to answer 20 questions on the Smoking Cessation Practical Exam - Each student will be asked to demonstrate a complete procedure for Smoking Cessation via Skype. This will be recorded so we will require signed permission from you and your case study.
- **Written Paper**
Each student will be asked to complete a written paper
- **Practical Exam**
Each student will be asked to demonstrate a complete procedure for Smoking Cessation via Skype. This will be recorded so we will require signed permission from you and your case study.

Each student will be asked to submit **3 Case Studies** for Smoking Cessation.



The Anne Penman Laser Therapy smoking Cessation Programme

The Anne Penman Programme is the most advanced treatment for helping people to stop smoking cigarettes, cigars, smokeless tobacco and vaping. Because we know everyone reacts differently, the program is tailored to each individual's needs. This means that regardless of how many they smoke or for how long, the program can help them to become smoke free.

- Laser Therapy
- Counselling
- Continual Support and Motivation including a telephone hotline

Laser Therapy is a well-established therapeutic technique with a wide range of medical applications. The Anne Penman method utilizes a cold, soft laser beam which is applied to specific energy points on the hands, ears, nose and, wrists. It is believed that nicotine simulates the endorphin level and when a smoker stops smoking, a sudden drop in endorphin levels leads to withdrawal symptoms of stress and tension.

Our procedure helps to promote the release of endorphins, natural chemicals in the body associated with the spontaneous relief of pain and stress. When using the Anne Penman Laser Therapy method, clients experience a soothing feeling of well-being.

Laser treatment can help reduce cravings, stress, and restore balance. The laser acts as a calming agent so that when the smoker stops smoking, the withdrawal symptoms often associated with quitting are either greatly reduced or completely eliminated.

Counselling focuses on self-belief and positive thinking. We help clients to deal with the emotional, physical and psychological aspects of quitting smoking. During each session we will discuss their lifestyle, the role smoking plays in their life, when and where they smoke, the factors that lead them to smoke and their dependency level.

The program consists of three sessions: The first session is one hour long and this is usually all that is required to become smoke free. However we understand that the first 2 or 3 days of quitting smoking are crucial and to maximize the smoker's success we recommend a second session within that time period.



The Anne Penman Laser Therapy smoking Cessation Programme cont.

Continual Support and Motivation:

Further sessions can be arranged depending on individual need. These sessions are offered to help you remain smoke free

The telephone hotline is to offer extra support. It focuses on individual needs.

The Programme includes a nicotine addiction test to help smokers understand their level of addiction and a carbon monoxide test to measure the amount of carbon monoxide currently in their lungs and blood stream. We use the carbon monoxide monitor as a motivational tool to help track their success.



The Complete Process

Part 1

1. Meet and greet client and introduce yourself
2. Explain the paperwork and have the client complete
3. Take payment and arrange return appointment
4. Offer bathroom
5. Turn on mobile

Part 2

1. Settle client in the chair.
2. Explain the procedure to the client.
3. Turn on and demonstrate the laser.
4. Complete consultation/intake paperwork.
5. Explain and do the carbon monoxide test.
6. Give client goggles and put on your goggles.

Part 3

1. Begin treatment
2. Deliver counselling on lifestyle change.
3. Move around the treatment room.
4. Bring treatment to a close.
5. Demonstrate and explain breathing exercises.
6. Ask if the client has any questions.
7. Congratulations card and good wishes
8. Take home paperwork
9. Reception and say good-byes.

