



## THE CODE OF ETHICS OF THE NATIONAL GUILD OF HYPNOTISTS



*The National Guild of Hypnotists requires its members to conform to the following ethical principles, and shall hold members accountable for any departure from these principles.*

- A. Client Welfare:** Members shall make the physical and mental well-being of each client a prime consideration.
- B. Client Safety:** Members shall not engage in verbal, physical or sexual abuse of any client.
- C. Practice Limits:** Members shall use hypnotism strictly within the limits of their training and competence and in conformity to the laws of their state.
- D. Advertising:** Members shall be truthful in their advertising.
- E. Referred Practice:** Members shall engage in hypnotic work with a client regarding a medical or mental disease only on written referral from an appropriately licensed medical or mental health professional, except when otherwise provided for by state law.
- F. Reasonable Practice:** Members shall withhold non-referred hypnotic services if a client's behavior, appearance or statements would lead a reasonable person to believe that the client should be evaluated by a licensed health care professional. Members shall provide services to such clients only after evaluation and with the approval of the licensed health care professional.
- G. Colleagues:** Members shall treat hypnotist colleagues without public defamation.



## The Code of Ethics and Standards of Practice

### *RECOMMENDED GUILD STANDARDS FOR THE PRACTICE OF HYPNOTISM*

*The National Guild of Hypnotists advocates the following standards for the professional practice of hypnotism. Except for members living in states where different practice standards are explicitly set by law, we urge our members to voluntarily conform to these standards.*

**Record Keeping:** Members shall establish and maintain proper records necessary to a professional practice.

**Scope of Practice:** Members shall use hypnotism with clients to motivate them to eliminate negative or unwanted habits, facilitate the learning process, improve memory and concentration, develop self-confidence, eliminate stage fright, improve athletic abilities, and for other social, educational and cultural endeavors of a non-medical nature. Except where state law provides otherwise, members shall use hypnotism with clients regarding a medical or mental disease only on written referral from a licensed medical or mental health professional.

**Titles of Practice:** Members shall hold their hypnotism services out to the public using only those titles earned and approved by the National Guild of Hypnotists: Certified Hypnotist or Certified Hypnotherapist Certified Instructor, Board Certified Hypnotist or Board Certified Hypnotherapist, Fellow of the National Guild of Hypnotists, or Diplomate of the National Guild of Hypnotists, or titles protected by state law (State of NJ: HypnoCounselor).

**Disclosure:** Members shall truthfully disclose in writing to each client, using a Client Bill of Rights or similar written document, the nature and venue of the member's hypnotism training, the field of study of any higher degree used when holding services out to the public, the lawful limits of the member's practice of hypnotism, the practitioner's theoretical orientation or model, instructions for contacting the National Guild of Hypnotists should the client seek redress, and any business policies and practices maintained by the practitioner. Members holding advanced degrees from institutions that do not hold accreditation recognized by the United States Department of Education shall disclose to clients that the degree is alternative rather than academic. Members shall restrict the services described on this document to hypnotism.

**Terminology:** Unless qualified to do so by another credential, members shall avoid using the language of psychopathology or medicine when working with clients, except on referral from a licensed medical or mental health professional.

**Public Hypnotism:** Demonstrational hypnotism shall always be presented in a tasteful manner which is considerate of the individuals who have volunteered to participate in a public demonstration. Individuals participating in such demonstrations shall be treated with courtesy and respect.

**Age-regression and Forensic Hypnotism:** Age-regression and forensic hypnotism shall be used only by those who have had additional training in these specific fields of study.

**Imagery:** Frightening, shocking, obscene, inappropriately sexually suggestive, degrading or humiliating imagery shall never be used with a hypnotized client.

**Claims:** Members shall not disseminate false or exaggerated claims regarding hypnotism, but shall attempt whenever possible to inform and educate the public with a true perspective of hypnotism. Members shall make only those specific claims for the effectiveness of hypnotism as can be justified by outcomes data. Members shall publicly maintain a professional demeanor toward other professions expressing divergent views on hypnotism.

**Advertising:** All advertising shall be factually presented in a professional and ethical way consistent with accepted standards. Members shall advertise services and capabilities as hypnotists in conjunction with other specialties, occupations, vocations, arts or professions only if duly trained, properly qualified and professionally recognized in those fields.

**Education:** Schools of instruction now existing and those to be established in the future shall provide a full curriculum consisting of the theory, practice and applications of hypnotism, instruction and supervised practice in hypnotic methodology, the possibilities and limitations of hypnotism, with thorough instruction on the Ethics and Standards of our profession as set forth herein. All curricula used at schools recognized by the National Guild of Hypnotists shall be approved by the National Guild of Hypnotists. Instructors at such schools are expected to be approved and certified by the National Guild of Hypnotists or to hold credentials judged by the Guild as equivalent.

**Good Standing:** Members who maintain the required number of continuing-education hours, are of high moral character, conduct themselves and their practice of hypnotism in a professional and ethical manner and meet their financial dues obligation shall be considered as members in good standing of the National Guild of Hypnotists.

**Recommendations:** When a member recommends a client consult a colleague or health care professional, the member shall, whenever possible, provide the client with a list of more than one recommended name.