

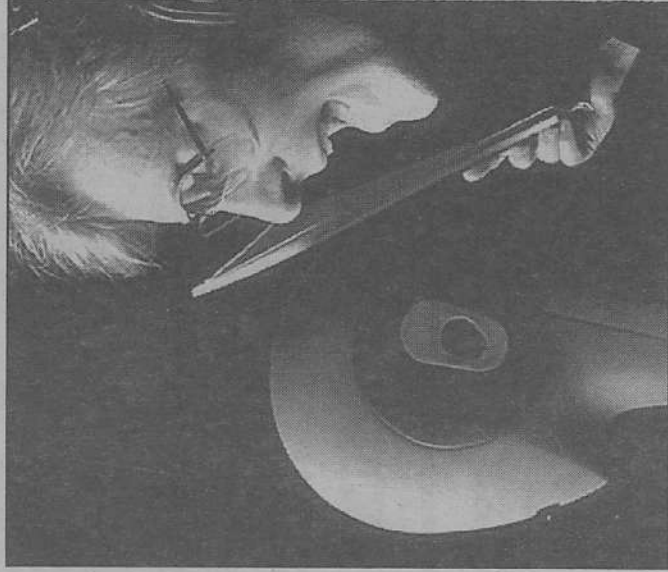
Myth-lite' tapes tap wallets

Hypnotist
shes in
esteem

By **MOLLY O'NEILL**
New York Times News Service

First there was Bill Moyers on Joseph Campbell. Then came Clarisa Pinkola Estes' "Women Who Run With the Wolves." Now, for those who find solace in "myth lite," there is Lloyd Glauberman, a psychologist, hypnotist and recording artist who spins whimsical fairy tales with feel-better-about-yourself messages on convenient cassette tapes.

Recorded on the Psycho-Technology label, which he founded five years ago in New York City, each half-hour tape offers two simultaneous tales that are embedded with 40 hypnotic suggestions. The two-tape "Floating Holograms" series is aimed at improving self-esteem. "Procrastination, a Rhythmic Approach" is another program, and "Inside, Outside" is a two-tape series for losing weight. There are four other programs.



Tapes: 'Healing' programs attract middle-class audience

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On the Psycho-Technology label, self-improvement and storytelling converge with a sort of rock 'n' and-roll appeal.

Glauberman's technique is right on time. Analysts' couches are languishing. The self-help movement is booming. Psycho-Technology is the self-help version of Books on Tape.

"Psychologists haven't responded to the technological age," Glauberman says. "I'm using technology and myth as tools to bypass consciousness and jetison helpful messages into people's minds. People don't know they hear them; they don't have to stop and listen and make a decision and change. The messages are the audio equivalent of peripheral vision. People don't notice hearing them, but after a period of time, they change certain behaviors."

Glauberman says he does a brisk mail-order business, selling about 40,000 cassettes at \$20 each. Creative people on low budgets "were the first customers," says Glauberman, 45, a Manhattan therapist.

But in the last year, as the tapes have been offered by such catalogs as Nightingale Conant in Chicago and Tools for Exploration in Califor-

nia, the Psycho-Technology label has been turning up in the tape racks of middle-class homes and stylish health spas.

"The tapes allow clients to heal themselves," said Laurie Wheaton, a stress-management expert at the Doral Saturnia Spa in Telluride, Colo., which began using Glauberman's recordings last year to help clients relax and rejuvenate. "It's simple, quick, cheap and a highly effective way of taking the spa experience home."

With plans for cassettes about sexuality, couples' communication and pain control, and a six-cassette program that is, he says, "a mythological odyssey of self-discovery," Glauberman clearly is moving in a top-40 kind of direction.

That might seem like quite a departure for this mild-mannered man with a doctorate in psychology. Perhaps his early experience as a rock 'n' roll drummer was the best training for becoming a hypno-recording artist.

"Something comes over me when I go into a recording studio and look at that microphone shaped like a human head," he said. "I mean, I can create a nearly three-dimensional experience. It's like virtual reality."

FRED R. CONRAD / New York Times News Service

With Lloyd Glauberman's Psycho-Technology recordings, self-help is just a tape deck away.

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