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# *Freedom* from Allergy

The Mind–Body Approach to  
Allergy Treatment

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A guide to psychoneuroimmunology, NLP, and how the mind  
can scientifically re-educate the immune system.

**Rob Mesrie**

NLP Master Health Practitioner · TPM Specialist · 25 years' experience

# An Allergy Is a Mistake

*Doctors agree: allergens cannot harm the body in themselves. It is only the immune system's response that causes harm. An allergy is, by definition, a mistaken response. If the root cause of an allergy is incorrect classification, surely the best solution would be to correct this error. This is the approach of Allergy Alternatives.*

## The Immune System's Case of Mistaken Identity

Imagine your immune system as a sophisticated military operation, scanning constantly for genuine threats — bacteria, viruses, real dangers. Now suppose the radar operator makes a mistake and identifies an ice cream van (your allergen) as an enemy tank. The order goes out. Troops attack. In moments, the van is destroyed — along with any innocent bystanders. Any wonder you come up in hives, or your throat swells?

A peanut cannot attack your cells. Cat dander is not a toxin. The allergic reaction is the immune system's mistake — not the allergen's fault. And if the problem is a mistaken identification, the solution is not to suppress the response permanently with antihistamines, or to avoid the allergen forever, but to correct the mistake. To re-educate the radar operator.

## How Allergies Develop

Allergies often begin at significant transition points: puberty, leaving home, becoming a parent, moving school, gaining a sibling. These are moments when our sense of self shifts — and those shifts can alter, at a cellular level, how the immune system categorises substances.

Suppose you catch flu while eating egg. Your immune system is uncertain which substance is causing the illness, so — to be safe — it labels both as dangerous. The next time egg appears, the response is automatic. That is an allergy. With the benefit of hindsight, your body would have categorised things differently. The re-education process works to give your immune system that correct information.

### A Stronger Immune System Is Not Always the Answer

Many people try to boost their immune system to fight allergies. For an allergy sufferer, a stronger immune system often produces a stronger reaction. What we need is a smarter immune system — one that reserves its power for real threats, and recognises harmless substances for what they are.

## The Standard Medical Approach — and Its Limits

Conventional medicine offers antihistamines (which slow the immune response without addressing the cause), adrenaline (for emergencies), and immunotherapy (gradual allergen exposure over months or years of injections). Each has a role. But none attempts to correct the original mistake. They manage the response rather than re-educate it.

Allergy Alternatives takes the third path: working directly with the immune system's learned response through conversation, to encourage it to categorise the allergen accurately.

# Why Science Supports This Approach

## Psychoneuroimmunology (PNI)

Psychoneuroimmunology is the scientific study of the relationship between the mind, the nervous system, and the immune system. It has established, through rigorous research, that psychological states — thoughts, emotions, beliefs — directly influence immune function.

Studies have shown that animals can be conditioned to develop allergic responses through learned associations, and that those responses can be unlearned. The immune system is not isolated from the mind. It listens. It learns. It responds to signals from above as well as from the environment.

This is the scientific foundation for the work of Allergy Alternatives. If the immune system can be taught to over-respond through a learned mistake, it may also be taught to respond accurately. We are not working against medicine — we are working with science that medicine has not yet fully brought into practice.

## Epigenetics: Your Genes Are Not Your Destiny

The old model held that genes were fixed blueprints — that if your DNA predisposed you to allergies, little could change that. The science of epigenetics has shown this to be an outdated model. Epigenetics studies changes in gene expression that do not alter the underlying DNA — in other words, the same genes can be switched on or off by signals from the environment, including signals from our own minds.

*"Genes and DNA do not control our biology. Instead, DNA is controlled by signals from outside the cell, including the messages emanating from our positive and negative thoughts."*

**Professor Bruce Lipton Ph.D.** — author of *The Biology of Belief*

Even if your allergy has been present since childhood, or runs in the family, the science of epigenetics suggests that change may be possible. As Lipton states: "We are the drivers of our own biology." Allergy Alternatives makes this principle practical.

## NLP, Imagination, and the Immune System

Neuro-Linguistic Programming (NLP) provides the practical tools to access the pathways identified by psychoneuroimmunology. The key is imagination — carefully and purposefully directed.

Have you ever watched a sad film and felt tears forming, knowing the film is not real? Or laughed aloud at a comedy? The mind does not fully distinguish between a vividly imagined experience and an actual one. Your body's chemistry changes as though the imagined event were real. This is not a weakness — it is a profound feature of the way we are built.

By working with imagination in a structured way, it becomes possible to give the immune system new information — to show it, in the language it understands (pictures and feelings, not words), that what it has been treating as a threat is, in fact, safe. Just as a vaccine educates the immune system using biological signals, NLP works to educate it using the mind's own signals.

## Thought Pattern Management (TPM)

Rob Mesrie also uses Thought Pattern Management — a complementary framework developed by Robert Fletcher — which works alongside NLP to address the deeper patterns that may underlie immune system misfires.

# What to Expect

Sessions are conversational — no trance, no hypnosis, no physical contact, and no allergen in the room. Rob guides you through a structured process using NLP and Thought Pattern Management. In over 25 years of practice, no client has reported any side effects. Most clients notice significant changes after the first Breakthrough Session, sometimes within hours. A Follow-Up session one to two weeks later consolidates those changes. Most clients complete the full process in 2–3 sessions.

## Suitable For (IgE Allergies)

- Peanuts, tree nuts, sesame
- Eggs, milk, shellfish
- Cat and dog dander
- Metals — nickel and others
- Multiple sensitivities

## Not Suitable For

- Hay fever / seasonal allergies
- Allergies with unknown triggers
- Non-IgE conditions

## Sessions & Investment

### BREAKTHROUGH SESSION

£495

1.5–2 hours · in person  
85 Wimpole Street, London

### FOLLOW-UP SESSION

£195

1 hour · in person  
For returning clients

## In Their Own Words

*"After 20 years of chronic allergies, my dermatologist said mine was the worst nickel and metal allergy she had ever seen. After just two sessions with Rob, I was eating from tins, sitting in the sun, and planning a holiday. Truly remarkable."*

— AA, London · Nickel & Multiple Allergies

*"Allergic to cats for two years — streaming nose, red raw eyes — I took Rob up on his offer. Lo and behold, it worked. I am now living with two cats and no problem."*

— CE, London · Cat Allergy

## About Rob Mesrie

Rob Mesrie is an NLP Master Health Practitioner and TPM specialist with over 25 years of experience helping clients become free from food, pet and metal allergies. Trained under Robert Dilts, Tim Hallbom, Suzi Smith, and TPM originator Robert Fletcher, he has written for FoodsMatter, WorldwideHealth.com, and the ANLP's Rapport magazine. Member of the Complementary Therapists Association, ANLP, and the British Society for Ecological Medicine. Clinics at The House, 85 Wimpole Street, London W1G 9RJ.

**Satisfaction Commitment** — if you are not satisfied with any session, 100% of the fee is donated to a charity of your choice.

**Book Your Free 15-Minute Q&A**

[allergy-alternatives.co.uk/book](https://allergy-alternatives.co.uk/book)

Rob Mesrie is an NLP and TPM practitioner, not a medically qualified allergist or physician. This guide is for information only and does not constitute medical advice. If you have a severe or life-threatening allergy, please consult a qualified medical specialist. Always return to your GP or allergist for re-testing before changing how you manage exposure to your allergen.