The AAEH Code of Ethics and Standards, therefore, is a system of principles and regulations intended to govern the personal conduct and the professional behavior of the members.

I. GENERAL PRINCIPLES

A. The welfare of the subject shall be the prime consideration at all times.
B. Members shall use hypnosis strictly within the limits of their training and competence.
C. The rights and desires of the subject shall always be respected.
D. Hypnosis shall be employed in accordance with the laws of the community, wherever such laws exist.

II. PRACTICE OF HYPNOSIS

A. Therapy. The Association permits the practice of hypnosis for therapeutic purposes only by those members who are qualified to do so by virtue of their formal education and training and state licensure. However, members of the medical and ancillary healing arts are considered qualified to use hypnosis only within their respective areas of competence. Thus, a dentist may employ hypnosis in connection with dental work, but not in the treatment of neurotic and other ailments.

B. Hypnotechnology. The lay hypnotist is not permitted to employ hypnosis for therapeutic purposes unless he performs specific functions, as a technician, as directed by licensed members of the healing arts. The hypnotechnician’s function is technical and educational rather than therapeutic.

C. Nontherapeutic Applications. The lay hypnotist may employ hypnosis for strictly nontherapeutic purposes such as, but not limited to: correction and breaking of minor habits (not neurotic habits); facilitating the learning process; improving memory and concentration; developing social poise and stage presence; improvement in athletics; police work; and other social, education and cultural endeavors of a strictly nonmedical nature.

D. Induction Methods. No harmful induction methods, such as electric shocks and the carotid sinus, shall be employed.

E. Drugs or Placebos shall not be used by the lay hypnotist in the practice of hypnosis.

F. Demonstration of Hypnosis.
1. Fatigue tests, such as extended limb catalepsies, shall be demonstrated only for a reasonable length of time to prevent undue strain. Outside pressure shall not be applied.
2. No fullbody catalepsy between supports shall be performed because of the possibility of harm resulting from the aggravation of a physical deficiency.
3. Demonstrations of analgesia, either by penetration of the skin with needles or other sharp instruments or by application of flame or electric shock, shall not be performed by the lay hypnotist.

G. Awakening.
1. Suggestions of well-being shall always be given prior to awakening.
2. No sudden or shocking methods of awakening, such as slapping, shall be used.
3. All unnecessary suggestions shall be removed prior to awakening.

H. Age Regression and Recall. The Association regards age regression as a tool of the psychotherapist and not the hypnotechnician because of the possibility of arousing traumatic past experiences which the technician is not competent to handle. Therefore:
1. The hypnotechnician shall limit himself to the production of hypermnesia and simple recall rather than true regression.
2. If it is deemed necessary to produce age regression in rare circumstances, this shall be permitted only in the presence of a psychiatrist or clinical psychologist.
3. In criminal investigations, if age regression is deemed necessary and if a psychiatrist or clinical psychologist is not available, the presence of a public doctor shall suffice, or, in rare circumstances, if a physician is unavailable, a determination that the subject is free of serious emotional disturbances shall be made by consulting a psychiatric or medical report on him.  
4. In producing recall, a specific suggestion to remember only pleasant periods shall be given.  
5. Recall or regression earlier than the age of five is unreliable and unwise.  
6. Members shall not perform experiments in "prenatal" regression except as illustrations of hallucination, and then only under the conditions given in H2.  

I. Hallucinations.  
1. In producing hallucinations, nothing of a frightening, shocking, obscene, sexually suggestive or humiliating nature shall be suggested.  
2. No sudden changes of emotion shall be created.  

J. Posthypnotic Suggestions.  
1. Posthypnotic suggestions may be employed to meet the needs of the subject. Any suggestions, whether given posthypnotically or otherwise, which are of a degrading or embarrassing nature, shall be avoided.  
2. Posthypnotic suggestions to block the induction of hypnosis by other persons is considered unethical due to its constituting an attempt to deprive a subject of his inherent right to make his own decisions as to who shall or shall not serve him.  

K. Responsibility of Members.  
It shall be the responsibility of members of this Association to conduct themselves in a manner which will best advance the interests of ethical hypnosis. Therefore, members—  
1. Shall not disseminate false or exaggerated claims regarding hypnosis;  
2. Shall attempt whenever possible to inform and educate the public with a true perspective of hypnosis;  
3. Shall respect all fields of ethical hypnotic practice;  
4. Shall not hold membership in any hypnotic organizations which are opposed to the principles, ethics and standards of the AAEP.  
5. Members shall not become involved, in connection with their activities in hypnosis, with such "way out" phenomena as magic, ESP, spiritual healing, age regression (except as specified in Section H, Paragraph H), prenatal regression, astral projection, psychic photography, etc. Experimental psychologists knowledgeable in experimental design and statistical analysis may conduct research in any areas they choose.  

L. Nonacademic Titles and Degrees.  
Use or granting of nonacademic titles and degrees is unethical and shall be considered cause for expulsion. Recognized degrees are those which are awarded by recognized, academic institutions of higher learning.  

M. Advertising. All advertising shall be factually presented and shall be in complete accord with the AAEP Code of Ethics.  
1. A member may advertise:  
   a. A literary work on hypnosis which he has authored  
   b. A school of hypnosis of which he is the director  
   c. A mechanical or electrical appliance or hypno-aid for use in the field of hypnosis  
   d. Tapes or records or books in the field of hypnosis  
   e. The opening of an office or the removal of an existing office, provided all advertisements meet the standards listed below:  
      (1) Newspaper advertisements of a size not to exceed 4" by 6" — to be inserted a maximum of three times;  
      (2) One mailing of professional announcement cards such as used by the medical and dental professions.  
   f. In telephone directories or business directories, provided all copies of insertions is first submitted to and approved by the Ethics Committee.  
   g. "Calling card" ads at member's discretion.  
2. A member may NOT:  
   a. Advertise his services and capabilities as a hypnotist in conjunction with other specialties, occupations, vocations, avocations, arts or professions unless he is duly trained, properly qualified and professionally recognized in the professional fields to which he claims the qualification.  
   b. Solicit clientele from members of the healing arts;  
   c. Solicit medical or dental referrals by mailing lists or any other paid advertising used to contact the public or the professions;  
   d. Advertise his services under the name of "clinic", "sanitarium", "hospital" or any other category of similar phrasing (medical connotation).  

N. Education.  
1. Schools of instruction now existing and those to be established in the future shall provide a full curriculum consisting of the following:  
   a. Theory, practice and applications of hypnosis;  
   b. Complete instruction and supervised practice in methodology;  
   c. A realistic appraisal of the possibilities and the limitations of hypnosis;  
   d. An elementary knowledge of normal and abnormal psychology;  
2. Curricula shall be approved and schools shall be certified by the AAEP.  
3. Individual instructors shall be certified by the AAEP.  

III. CLASSIFICATION OF HYPNOTISTS  
Hypnotists shall be classified under the following headings:  

A. Medical Hypnotists  
1. Doctors of medicine (M.D.) or osteopathy (D.O.) specializing in psychiatry who are further qualified to use hypnosis in conjunction with their specialty.  
2. Obstetricians — who use hypnosis in conjunction with their specialty, e.g., conditioning for childbirth;  
3. Anesthesiologists — who use hypnosis as an additional means of anesthesia.  

B. Hyponotists — qualified dentists (D.D.S.) who use hypnosis in direct relation to dentistry (not in psychotherapy).  

C. Practitioners of Allied Healing Arts, e.g., optometrists, chiropractors, podiatrists, physiotherapists, registered nurses (R.N.), etc., who use hypnosis as applicable in their own respective fields, where such specialties are licensed in the states in which they practice.  

D. Psychologists  
1. Clinical psychologists — qualified psychologists holding the Ph.D., M.S., M.A., Ed.D. or equivalent degrees who use hypnosis in conjunction with orthodox psychotherapy;  
2. Experimental psychologists — who use hypnosis in research or experimentation but not in therapy unless they also qualify as clinical workers.  

E. Psychiatric Social Workers — qualified workers in this field who because of their background and training can use hypnosis in direct relation to their work.  

F. Paraprofessionals (So-called Lay Hypnotists)  
1. Hypnotic Technicians — Those practicing hypnosis for the attainment of social, educational and cultural aims (strictly nontherapeutic). Such practice, to be perfectly above suspicion, would be further enhanced if the
technician would require each applicant to supply a "clean bill of health" from a physician.

2. Hypnotic Consultants — Expert hypnotists with advanced training who would work under strict supervision of qualified and duly licensed practitioners of the healing arts. Examples of such ethical applications are: childbirth conditioning, conditioning for dental work, diet control, habit correction, simple symptom removal under medical supervision, etc. Ideally, hypnotic consultants should have a good background in psychology. At present, 15 credits in college psychology is recommended.

3. Educators
   a. Instructors in hypnosis
   b. Instructors in self-hypnosis
   c. Writers on hypnosis