

Why Placebos Work Wonders

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The Wall Street Journal:

Say “placebo effect” and most people think of the boost they may get from a sugar pill simply because they believe it will work. But more and more research suggests there is more than a fleeting boost to be gained from placebos.

A particular mind-set or belief about one’s body or health may lead to improvements in disease symptoms as well as changes in appetite, brain chemicals and even vision, several recent studies have found, highlighting how fundamentally the mind and body are connected.

It doesn’t seem to matter whether people know they are getting a placebo and not a “real” treatment. One study demonstrated a strong placebo effect in subjects who were told they were getting a sugar pill with no active ingredient.

Read the full story: [*The Wall Street Journal*](#)