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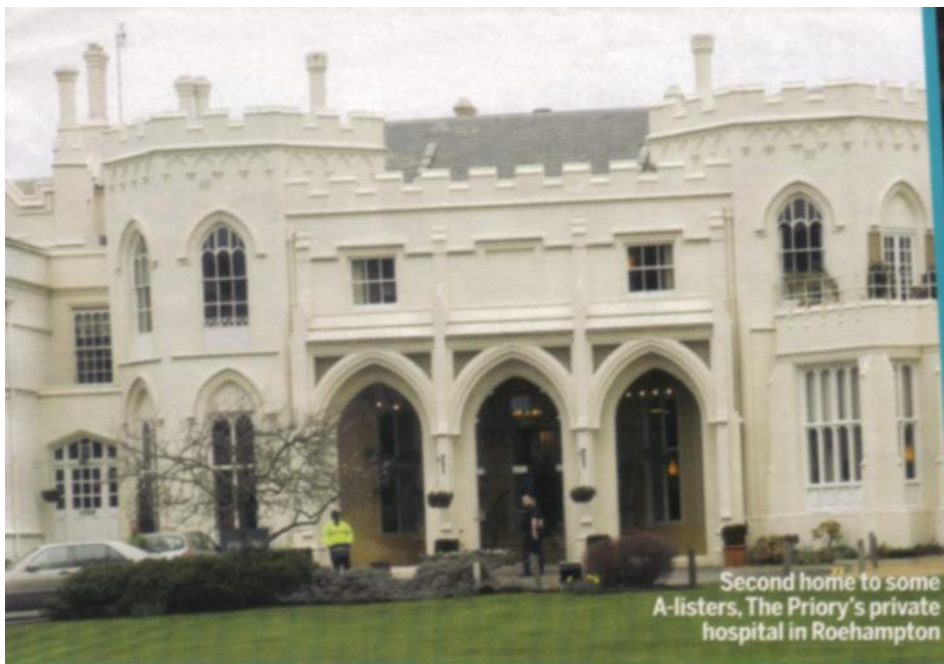


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Second home to some A-listers. The Priory's private hospital in Roehampton

Brit battle

Britney's breakdown has been well documented – she's checked in and out of rehab three times since February last year



Behind the scenes at rehab

These days, a stint or two in 'rehab' can be as much a part of a celebrity's success as their demise. And it's not just the usual suspects like

Britney and Kerry Katona checking in. Seemingly clean-cut stars such as Lenny Henry and Trinny Woodall have also battled their demons in rehab.

And with rumours of an upcoming fly-on-the wall documentary series filmed at the Promis Recovery Centre in Kent (*Rock Stars In Rehab* will follow eight addiction-battling celebs through two weeks of treatment) it seems there's no end to our curiosity about what really happens in rehab. So *woman* went behind closed doors to find out what the stars can expect...

Promis founder Dr Robert Lefever is a successful recovering alcoholic who set up the centre in 1986. More than 4,000 patients, including

many stars, have been treated for compulsive and addictive behaviours – from drug, sex and alcohol addiction to a variety of eating disorders.

'I haven't had a drink for 23 years,' says Dr Lefever. 'I've been through that and I know it's possible to live on the other side. That's the message we want to get across to our patients. We employ a three-point recovery strategy: Love, Education and Punishment, where patients discover how their behaviour has affected their lives and realise that their addiction was punishing themselves and also those around them.'

Dr Lefever insists that Promis treats celeb patients just like any other. 'There might be a bit of excitement when they arrive, but by the next day, once everyone's had

a chance to talk to them, they're just seen as part of the gang.

'Some celebrities have turned up at the centre with unrealistic expectations – but mostly they're happy to leave their public persona at the door. It usually comes as quite a relief for them that they're

'One celeb wanted lobster in the night'

not going to get any special treatment.'

But what about those who are snapped

leaving rehab almost as soon as they enter? Dr Lefever says it's just a gimmick. 'If you see Amy Winehouse coming out of rehab after just a couple of days, you can assume that it was just a publicity stunt – I doubt she ever intended to go there in the first place,' he says.

Promis counsellor Lisa* (not her real name) is also a successful recovering addict, who's worked at the centre for 18 months. 'I became hooked

on drugs aged 17. I was admitted to Promis, where I received the same treatment that I now give to others as a counsellor,' she explains.

'All patients receive six to 12 weeks of intensive primary care in a big house in Kent, where they follow a programme (originally developed for Alcoholics Anonymous), of physical, psychological and spiritual healing. All patients do group therapy as well as one-on-one counselling.

Doctors, a psychologist, nutritionist and other specialists are there every step of the way. Patients are then encouraged to move on to our halfway house in London for three to six months where they begin a gradual re-integration into 'normal' life.'

Lisa stresses that all patients receive the same level of care – celebrity status or not. 'We accommodate everyone's needs within reason. Some stars use pseudo-names and bring their security guards in undercover,

WORDS GELIA BUCK AND TYONNE GAVAN PHOTOGRAPHS BARROTT MEDIA, EMPICS, GOLF, JPOSURE

24-hour TV as they fight demons

The people behind *Big Brother* are planning to film a group of celebrity addicts 24 hours a day as they enter the world of rehab. **Kate Moss's ex Pete Doherty**, who's battled heroin and crack cocaine, is among the stars approached to take part in *Rock Stars In Rehab*. The show may also star party girl **Bianca Gascoigne**, who's reportedly been offered a £20,000 fee to take part, singer **Brian Harvey**, who would get treatment to help him quit smoking cannabis, and ex-*EastEnders* star **Leslie Grantham** who may apparently be treated for sex addiction.



The Promis Recovery Centre in Kent



Customers stay in cushioned comfort



but visiting hours for all patients are restricted to Sundays. Some celebrities are pickier about what they eat, and request they be taken to outside gyms or functions, which we've done in the past.

'A high-profile patient at our secondary care centre in South Kensington once asked for lobster in the middle of the night, which they got. But that wouldn't happen in Kent.'

So what about the needs of A-listers, such as *Spider-Man* star Kirsten Dunst, who recently stayed at Cirque Lodge Centre in Utah, after months of heavy partying? Or Britney Spears, 26, whose most recent stint in a Malibu recovery centre apparently included an in-house trainer and beautician?

Promis also has an elite 'bespoke' London rehab centre, called No.11, strictly for high-profile, executive patients from across the globe, where a stay in one of the four luxurious bedrooms is likely to cost as

much as the £2,500 per week. Kate Moss reportedly paid for a recent stay in The Priory.

The level of care provided explains why. Customers are picked up from their home by executive car, or even a private helicopter! Each bedroom has a private lounge area and access to a terrace. Once settled in, patients receive massage, yoga, group and one-to-one therapy, 24-hour medical help and gourmet meals. Visitors are allowed on a regular basis. Each patient's 'mind, body and soul' is attended to according to their individual needs, with no two detox programmes the same.

A week or two at No.11 may sound like more of a holiday, but don't be fooled. Addiction and substance abuse are serious matters, regardless of the size of a patient's wallet.

We'll follow the new celeb rehab show with interest to see which contestants stick it out - without the perks of life they've become accustomed to.



Booked in?

Bianca Gascoigne and Leslie Grantham are two of the names rumoured to be taking part in the reality rehab show