

QuitSmart® Program

QuitSmart combines powerful treatments to help you break free from cigarettes. You will learn to:

■ Ease off nicotine.

Gradually ease off nicotine by switching to cigarette brands that deliver less and less nicotine. We call this "warm chicken" quitting.

■ Use your mind to help.

Shakespeare was right, "There is nothing either good or bad, but thinking makes it so." From your first days off cigarettes, you will learn to think of yourself as a calm, comfortable, and happy nonsmoker.

■ Use a hypnosis audio CD.

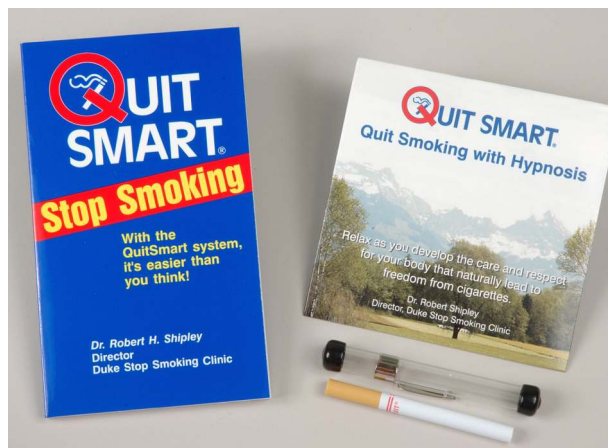
Hypnosis will help you relax and enjoy your new life as a nonsmoker. The CD is simple and effective. You remain in control at all times.

■ Decide whether to use medication.

For some smokers, medication can double the chance of success. We will help you decide whether to use a nicotine-replacement product or one of the non-nicotine medications.

■ Break the habit of smoking.

Your smoking habit may be strong, but it is also dumb. You will learn six simple ways to outsmart it.



QuitSmart® Kit

You will receive the acclaimed *QuitSmart Stop Smoking Kit*. The kit includes an informative guidebook, a relaxing hypnosis audio CD or cassette, and a patented realistic cigarette substitute.

It is hard to say which of the three kit elements I enjoyed most.

Jamie Dillon, MS, RRT
Advance for Respiratory Care Practitioners

The QuitSmart Stop Smoking Kit is easy to use, interactive and informative... I enthusiastically recommend the kit.

Dr. Crystal Dunlevy
Respiratory Care

Dr. Robert Shipley, director of the prestigious Duke University Quit Smoking Clinic, has come up with a tool to help people through the struggle. ...The appealing prose, cartoons, and charts make for engaging reading.

Mark J. Tager, M.D.
American Journal of Health Promotion

"Over the past many years, I have loaned my QuitSmart guide to four different people. I know that at least three of them successfully stopped smoking. The fourth disappeared with my guide."

Muriel B. Haber
Former two-pack-a-day smoker

Organizations Choosing QuitSmart®

The QuitSmart program has been selected by hundreds of military and veterans health care facilities, hospitals, universities, and corporations.

Apple Computer

Daimler-Chrysler

Federal Correctional Institute

First Health Carolinas

Guardian Life

General Mills

Kadena Air Base - Japan

Kaiser Permanente - GA

Methodist Cancer Center

Proctor & Gamble

St. Joseph Hospitals

U.S. Air Force Academy

75 Military and Veterans Facilities

**** Plus Hundreds More ****

QuitSmart worked for me. Since I can endorse it personally, I have started using it for Scott employees. It's simple, appealing, and, to date, has had a higher success rate than more conventional methods.

Veronica J. Malone, RN
Scott Paper Company

The QuitSmart method has a lot of appeal – it's simple, it's portable, and people can relate to it. It's certainly worked for us in our worksite setting.

Bonnie England, RN
Dayville, CT