



**All you need to do is
ask your doctor.**

The most important thing: Don't give up



Getting ready to quit

You want to quit smoking. You've promised to quit smoking. But for some reason you haven't been able to. Maybe you've tried but then started again. So you might be wondering: **Why is it so hard?**

You're not alone

- 70% of smokers want to quit^{1-3*}
 - *Millions of people each year try to quit smoking but fail*
- Most smokers make multiple attempts to quit before being successful. **However, effective treatments exist that can help you quit long term or even forever³⁻⁵**



*In countries with established tobacco-control policies.

Smoking is an addiction



- The reason most people get addicted to smoking is a chemical called nicotine that is found in tobacco^{3,4,7,8}
 - *Nicotine addiction is the reason so many smokers keep smoking even when they want to quit*
 - *Smokers who want to quit, but can't, may find themselves frustrated by their repeated attempts at quitting*
- Scientists now believe that nicotine affects some people more than it does others⁹⁻¹¹

When you smoke

- Smoke goes into your lungs, and nicotine is rapidly absorbed into your blood¹²
- Nicotine reaches your brain in about 10 seconds^{3,12}
- Smoking causes chemical changes in your brain that affect how you feel and act^{3,7}
- The drug-like effects of nicotine include^{3,7}
 - *Feeling good when smoking*
 - *Withdrawal symptoms such as craving and anxiety when exposure to nicotine is stopped*
 - *Mental and physical dependence*



Smoking consequences

- Every 6.5 seconds, someone dies from diseases related to tobacco use¹³
- Worldwide, smoking causes nearly 5 million deaths every year¹³
- Half of all smokers who begin to smoke as teenagers can be expected to die from tobacco use³
- Fatal heart attacks are 4 times more common in young men who smoke than in those who don't³
- 1 out of 3 cancer deaths is related to smoking^{6,14}

Smoking becomes part of your life

- If you have smoked for a while, you may constantly need to satisfy the craving for nicotine^{7,15,16}
- Think about how you arrange your day around smoking. You've lost a little bit of control of your life. So don't let smoking control you any more. You can stop. You can get your life back
- You may not realize that a lot of things you do every day are connected to smoking^{7,17}
 - *For example, if you have a cigarette every time you drink a cup of coffee, you'll get to the point where you just can't drink the coffee without wanting a cigarette*
- Here are some other everyday activities that may send you reaching for a cigarette^{10,17}
 - *Waking in the morning* — *Driving*
 - *Finishing a meal* — *Reading*
 - *Watching TV* — *Drinking alcohol*
 - *Taking a break at work* — *or coffee / tea*
- To quit smoking, you need to learn to do everyday things without cigarettes. That's how you teach your brain to stop wanting nicotine^{7,17}

Reasons to quit



The early and long-term benefits of quitting

Everyone knows that smoking is bad for their health. But did you know that cigarette smoke contains about 4000 chemicals, some of which are known to cause cancer?⁶ The good news is that quitting can reverse the effects of smoking, starting almost right away.

After quitting⁵

- **20 minutes:** Heart rate begins to normalize
- **12 hours:** Carbon monoxide levels drop to normal
- **2 weeks to 3 months:** Circulation can improve; lungs can work better
- **1 to 9 months:** Shortness of breath and coughing can decrease; lungs can increase ability to handle mucus and reduce risk of infection
- **1 year:** Risk of heart disease falls to half that for someone who continues smoking
- **5 years:** Risk of stroke is sharply decreased
- **10 years:** Risk of lung cancer falls to half that for someone who continues to smoke
- **15 years:** Risk of heart disease becomes the same as for someone who has never smoked

Believing you can quit



It is proven that smokers who want to quit and are motivated to quit have the greatest chance of success.^{8,18,19}

Are you a motivated quitter?

- Do you want to quit smoking?
- Have you tried to quit before?
- Do you believe you can quit?
- Do you think about the risks of smoking?
- Do you think that quitting will make you feel better?
- Do you realize that quitting will be hard, yet you still want to try?

Your answers to these questions may indicate that you are ready to quit smoking.

To give yourself the best chance of quitting for good, [speak with your doctor](#) to plan a quitting program that will work for you.

**You're not sick. You feel fine.
So why should you
talk to your doctor?**



IT'S TIME TO GET HELP

- You know quitting smoking will be hard. Your doctor is the person who can offer real help
- Today, there are many support groups, hotlines, and Web-sites to help you quit
 - *Prescription medicines have been developed to make quitting easier and increase your odds of success*
- Ask your doctor what prescription medicines are now available and whether one of them might be right for you

**TALK TO YOUR
DOCTOR TODAY!**

YOU'RE READY TO QUIT!



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