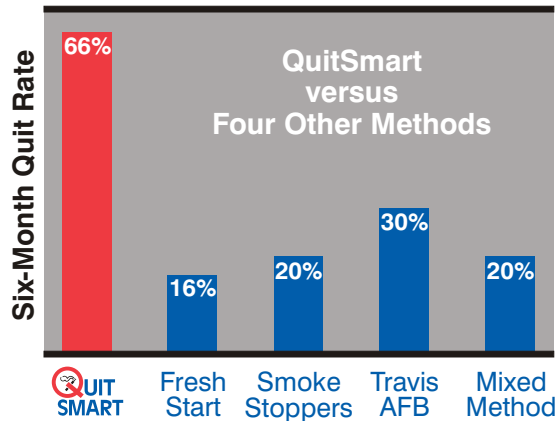


## QuitSmart® Works

QuitSmart was created by the director of the Duke Stop Smoking Clinic, and is taught by Certified QuitSmart leaders. You are assured of high quality professional help, based on solid research.

In a study at five U.S. Air Force bases, QuitSmart proved more effective than other methods: 66% of QuitSmart participants were still smokefree six months after quitting, compared to 16–30% of those in four other stop-smoking programs.



Shiple, et al., *Federal Practitioner*

QuitSmart also produced impressive quit rates in studies published in *Veterans Health System Journal* and *Psychology of Addictive Behaviors*. You can trust QuitSmart to help you quit smoking.



**Would YOU like to  
feel healthier  
breathe easier  
have more energy?**

## QuitSmart Program

QuitSmart® combines powerful treatments to help you break free from cigarettes.

### ■ Ease off nicotine

Switch to cigarette brands that deliver less and less nicotine. We call it *warm chicken* quitting.

### ■ Consider stop-smoking medicine

Choose from 7 medicines that can keep you comfortable as you quit.

### ■ Take a new look at the patch

Discover a new way to use nicotine patches that dramatically increases your chance of success.

### ■ Use your mind to help

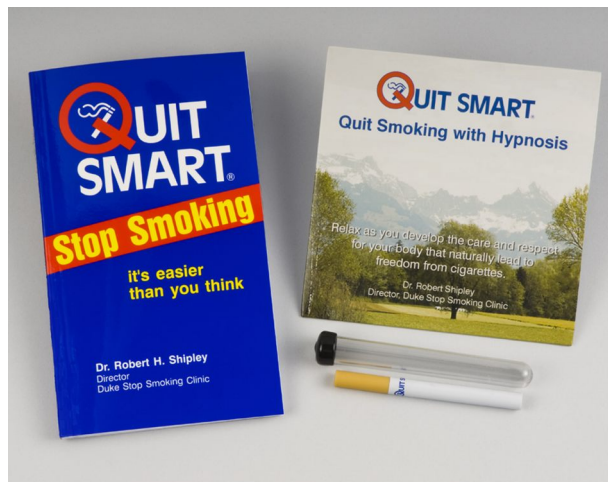
See yourself as a comfortable nonsmoker rather than as a smoker deprived of cigarettes.

### ■ Use a self-hypnosis CD

Relax as you develop the respect for your body that naturally leads to freedom from cigarettes.

### ■ Break the smoking habit

Your smoking habit may be strong, but you can outsmart it with six simple techniques.



## QuitSmart Kit

The QuitSmart Kit includes an informative guidebook, a relaxing hypnosis CD, and a patented 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

Anderson Air Force Base, Guam

Arkansas State University

Baptist Medical Center, FL

Corporate Fitness & Health, CT

Harvard Pilgrim Health Care

Ireland Army Hospital, Ft. Knox

Kadena Air Base, Japan

Kaiser Permanente, GA

Methodist Cancer Center, NE

Miami County Tobacco Awareness, IN

Purdue University

Quintiles Transnational

Roy O Martin Lumber Company, LA

St. Josephs Hospitals, IN

Turning Point Substance Abuse, Bermuda

U.S. Air Force Academy

V. A. Medical Centers

Albany, Augusta, Buffalo, Daytona Beach, Durham, Gainesville, Kansas City, Little Rock, Northampton, Salt Lake City, Syracuse, Wilmington DE ...

**\*\* 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