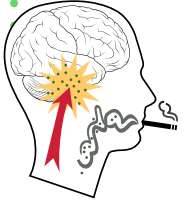


BREAK LOOSE

Addiction



7-10 seconds after a puff, your cigarette sends a jolt of nicotine to your brain. In a short amount of time your brain wants more. You are addicted.

Tobacco Death

Tobacco kills more Americans each year than alcohol, crack, heroin, homicides, suicides, car accidents, fires and AIDS combined.



For coaching and information
Call the Quitline
1-866-NY-QUITS
(1-866-697-8487)
www.nysmokefree.com
www.doingyoudamage.com

Quit Now

- Smell much better
- Get sick less
- Breathe better
- Better love life—singles prefer non-smokers
- Have fewer wrinkles
- Freedom from nicotine addiction
- Live longer



Save \$\$\$

Have extra cash in your pocket after you quit

Tobacco Damage



Causes cancers of the lip, mouth, throat, bladder, pancreas, stomach, kidney, cervix, lung, etc.



Hard to breathe: You may be walking with a tank of oxygen for the rest of your life.



You become a **time-bomb** for heart attack and strokes.



Impotence and wrinkles: Smoking constricts blood vessels in your fingers, skin, toes, and other body parts.

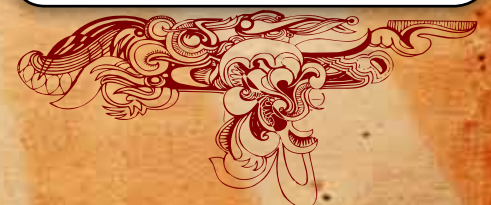


“Realistically, if our Company is to survive and prosper, over the long term, we must get our share of the youth market. In my opinion, this will require new brands tailored to the youth market.”

Claude Teague,
RJ Reynolds
Tobacco Scientist,
February 2, 1973

Myth Busters

- Smoking is not the norm. Most people do not smoke or use tobacco.
- Hookahs, cigars, blunts, pot, herbal and natural cigarettes are not safe to inhale into your lungs.



Smoking hurts animals



Tobacco smoke hurts pets. Your pet can develop respiratory infections, lung inflammation or asthma from breathing in secondhand smoke.

Tobacco Smoke Causes Wrinkles



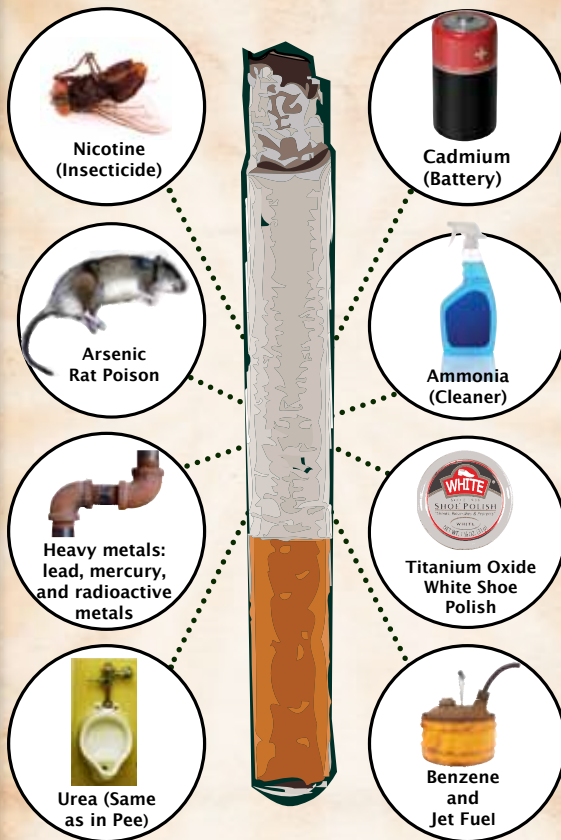
Smoking lessens blood flow to your skin and damages fibers that give your skin its strength, making your skin sag and wrinkle.

Smoking Makes Your Breath Stink



Each puff on a cigarette can lead to gum disease and doggie breath.

What's in that butt?



“Light” cigarettes are not safer

Light cigarettes have more (nearly) invisible vents punched in them. Filter vent holes make you smoke differently—you inhale harder. There is nothing light about light cigarettes.



Natural and organic cigarettes are no safer than other types of cigarettes.

CALL THE QUITLINE

1-866-NY-QUITS (1-866-697-8487)

WWW.NYSMOKEFREE.COM

Quit Tips



- Throw out cigarettes, lighters and ashtrays
- Carry a list of why you want to stop
- Reward yourself for not smoking
- Slip up? Forget it and try again
- Move your body



Beat urges use the 5-Ds

THE 5-DS can help you through the tough times

Delay

Hold up, the urge will pass

Discuss

Talk about it, chat, blog, scream

Drink

Water fights cravings

Do something else

Get busy

Deep Breathing

In and out and in and out