

If you've tried to quit before, it's time to try something different.



We've helped more than tobacco users. We can help you too.

**It's FREE.**

**It's confidential.**

**It works.**

## They did it. So can you.

*"I am just letting you all know I QUIT. I joined the program through my employer and I will let them know that IT WORKED. I think it worked because I did not pressure myself with a quit date. I was under no pressure at all."*

- Jennifer

*"My husband and I both quit the same day. We both used the program and were very happy with the results."*

- Donna

*"These people care, I am convinced. They will bug you in encouraging ways but not nag you. If you need them, they are there, and they will listen. It helps a lot."*

- Malcolm

The Quit For Life® Program is brought to you by the American Cancer Society® and Alere Wellbeing. The two organizations have 35 years of combined experience in tobacco cessation coaching and have helped more than 1 million tobacco users. Together they will help millions more make a plan to quit, realizing the American Cancer Society's mission to save lives and create a world with more birthdays.

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Quit For Life® Program

# Take the first step toward quitting today.

1.866.QUIT.4.LIFE (1.866.784.8454)  
[www.quitnow.net](http://www.quitnow.net)





# You want to quit. We can help.

When you join our program we'll help you create an easy-to-follow Quitting Plan that will show you how to get ready, take action and live the rest of your life as a nonsmoker.

## Your Quitting Plan will include:



**Quit Guide.** We'll send you an easy-to-use printed workbook you can reference in any situation to help you stick with your Quitting Plan.



**Quitting Aids.** We'll help you decide which type, dose, and duration of nicotine substitute or medication is right for you, and teach you how to use it so it really works.



**Quit Coach.** You will have expert phone support and assistance whenever you need it.

Don't just quit,  
**become a nonsmoker.**

# You can quit tobacco. We'll teach you how.

We understand that quitting is about more than just not smoking. So, we teach people how to become experts in living without tobacco using the **"4 Essential Practices to Quit For Life,"** evidence-based principles based on 35 years of research and experience helping people quit **all types of tobacco.**

## The 4 Essential Practices to Quit For Life

### 1. Quit at Your Own Pace.

Quit on your own terms, but get the help you need, when you need it.

### 2. Conquer Your Urges to Smoke.

Gain the skills you need to control cravings, urges, and situations involving tobacco.

### 3. Use Medications So They Really Work.

Learn how to supercharge your quit attempt with the proper use of nicotine substitutes or medications.

### 4. Don't Just Quit, Become a Nonsmoker.

Once you've stopped using tobacco, learn to never again have that "first" cigarette.

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Quit For Life<sup>®</sup> Program