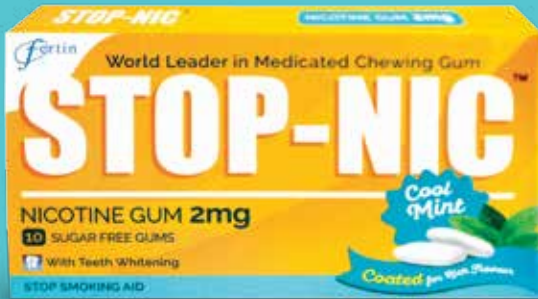




STOP SMOKING AID



World Leader In Medicated Gum

Fertin Pharma A/S is a 103 year old company headquartered at Vejle, Denmark and a world leader in the development and manufacturing of Innovative, high-quality Pharmaceutical and Nutraceutical products. Fertin India is a wholly owned subsidiary of Fertin Pharma A/S with World-Class R&D and Manufacturing Facilities in India.

Since 1996, Fertin has supported millions of smokers around the world in their effort to quit smoking.

QUIT SMOKING Guide





**Say
goodbye
to
smoking !**

By picking up this small guide

You have made a great beginning to become an ex-Smoker !

It shows you are very serious about Quitting Smoking and this booklet is your Friendly Guide in your journey to a Healthier and Fitter life.

Why can't I use Will Power to stop smoking?

Yes, we have all heard stories about great resolve and will power by which some people give up smoking ! But, simply using will power to quit smoking can defeat many of us again and again. And this is simply due to the strong addictive nature of Cigarettes/Tobacco.

Quitting Smoking will be far easier and successful, if you have a Plan and some Aids to assist you. So get ready to start this very Important Journey to Good health - now !

How can I Stop Smoking ?

- Fully accept that Smoking is seriously bad for your health.
- Strengthen your belief with the below **'Quit-Smoking' test !**
- Use Stop smoking aids - Nicotine Replacement Therapy (NRT).
- Make a clear, Time-bound plan and Start your Quit Program, very soon !
- Visualize a Healthy, Smoke-Free life and the joy to you & your family.
- Never lose the belief that you can quit smoking !

First, decide why you want to Stop Smoking !

Take this Quit Smoking test now.

If you know WHY you want to Quit, it is very easy to start. The test below has some common reasons to stop smoking. Mark the reasons that are right for you and add others too ! This will be your reminder and keep you Motivated. You should regularly check this after you start your plan for **'Freedom from Smoking'** .

Quit Smoking Test!

I want to stop smoking because:	
I want to be Healthy, Fit and gain Freedom from smoking!	✓
Because Smoking also affects my family in many ways – passive smoking, waste of my money, risk of bad health...	
It is a bad habit and I want to have a good social image	
I see warning signs on Cigarette packs that show the effects of smoking and tobacco products. I am very worried my health could be seriously effected if I continue smoking.	
Smoking is NOT Fashionable or Cool !	
Other.....	

**Yes! I am now ready
to Quit Smoking !**



Decision day !

Decide on a date (soon!) to Quit Smoking and..

- Discard all tobacco and cigarettes near you at work and home
- Throw away lighters, ashtrays & anything else that remind you of smoking
- Remember, coffee and tea are considered "smoke starters" – so switch to fruit juice or plain water for a few weeks
- Believe in yourself and your ability to Quit !

The first few days after you Quit...you may face withdrawal symptoms like:

- Intense craving for Cigarettes/Tobacco
- Headache
- Concentration loss
- Insomnia
- Irritability

But, you can Fight Back !

Below are some tips to help you stick to the program.

- Withdrawal symptoms are natural after quitting smoking. So do not panic.
- Withdrawal symptoms are temporary & experienced only a few minutes in the early days of quitting.
- So, the key is to **NOT to pick up a cigarette for a few minutes.**
- Avoid being around smokers and smoking locations for some time.
- Though these symptoms are annoying, they indicate your body is recovering from smoking
- Talk to your family and friends about your mood swings and take their help to stop the urge to pick up a cigarette again !



What Can I do if feel the urge to smoke !

- Do some breathing exercises, go on long walks & spend time with non-smokers
- Spend time on fitness/sports and other activities with family and non-smokers.
- Drink more water or Fruit Juices.

Be Alert to events or situations that make you want to smoke...

- Stressful situations at work or home
- Parties and comfort zones with friends and family
- Alcohol... and parties where there are many smokers
- Coffee breaks!

STICK to your Quit Smoking Plan !

Benefits of quitting smoking

The risks of Smoking and using Tobacco products are well known. But there are huge benefits to kicking the habit.

Finally... your journey to becoming a Non-Smoker will look like this !

■ Live Longer

Your lungs will immediately work better ! Within a year of quitting, your risk of a heart attack declines by 50%. Within 10 years, your risk of lung cancer will be about the same as if you had never smoked at all !

■ Smile Brighter

No tar and tobacco stains.

■ Less Sickness > Better Health

Smoking damages your airways and make you more prone to coughs, colds and infections.

■ Look Younger

Smoking / Tobacco can block blood supply to your skin. And smoke dries your skin also.. both of which can increase wrinkles and cause ageing.

■ Food Tastes Better

Smoking / Tobacco interferes with your sense of taste and smell. When you quit, your Sense of Taste and Smell are Enhanced !

■ Save Money

You will save a lot of money, when you quit !

Stop smoking today. Get healthy. Get fit !

In 1 hour

In as little as 60 minutes after the last cigarette, your Heart rate returns to normal, Blood pressure begins to drop and circulation improves.



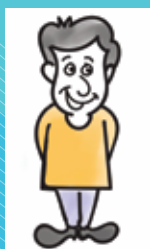
After 1 day

Blood pressure continues to drop. Your sense of smell and taste are improving. And your breathing improves significantly. Coughing, Diarrhoea & other Withdrawal symptoms are likely



After 7 Days

You breathe better. You are consciously feeling healthier. Taste and Smell are fast improving. Forgotten Aromas and Flavours are back again! Continued Withdrawal symptoms. Need to control with mind-diverting activities. Nicer breath and recovering taste is wonderful. External smoke is irritating, but still some craving simultaneously !



After 1 month

Great news ! You have reached a Good Milestone in your Quit Smoking program !

As your lungs heal and lung capacity improves substantially, you have less coughing and shortness of breath. Damaged nerve endings have started to heal and your sense of smell and taste are returning to normal. Your appetite increases and you sleep well. Walking is easier and fitness level are significantly higher !

You are now on the road to becoming a non-smoker!



After 1 year

Hearty Congratulations ! Your risk of heart disease has decreased by > 50%. Your lung capacity is higher. Breathing is significantly better and you have more energy & fitness. You feel Healthier & Happier !



In 5 - 10 years

Your chances of developing lung cancer are about 50% that of a smoker. The likelihood of developing mouth, throat, or pancreatic cancer has significantly reduced. Your risk of coronary heart disease is now that of a person who has never smoked !

