



**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**



Do you
stop and start
and stop
and start?

*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

**To get help now, do get in
touch with our pannel specialist**

Dr. Sandeep Budhiraja,
Chief, Institute of Internal Medicine, Max Healthcare

Dr. Samir Parikh
Chief, Department of Mental Health & Behavioural Sciences,
Max Healthcare

For enrolling into "Max Smoking Cessation Clinic, Please call:
Max Medcentre, Panchsheel Park: 46097000
Max Superspecialty Hospital, Saket: 66115050
Max Hospital, Gurgaon: 95124-6623000

A joint initiative by



and



to contribute towards a
healthier, smoke-free world

References 1. Foulds J, Burke M, Steinberg M, Williams JM, Ziedonis DM. Advances in pharmacotherapy for tobacco dependence. *Expert Opin Emerg Drugs*. 2004;9:39-53. 2. Department of Health. *Smoking Kills: A White Paper on Tobacco*. London, England: Stationery Office; 1998. 3. Fagerström K. The epidemiology of smoking: health consequences and benefits of cessation. *Drugs*. 2002;62(suppl 2):1-9. 4. Fiore MC, Bailey WC, Cohen SJ, et al. *Clinical Practice Guideline: Treating Tobacco Use and Dependence*. Rockville, Md: US Dept of Health and Human Services, Public Health Service; 2000. 5. American Cancer Society. *Guide to quitting smoking*. February 13, 2006. Available at: http://www.cancer.org/docroot/PED/content/PED_10_133_Guide_for_Quitting_Smoking.asp. Accessed February 16, 2006. 6. American Cancer Society. *Questions about smoking, tobacco, and health: is there a safe way to smoke?* February 15, 2006. Available at: http://www.cancer.org/docroot/PED/content/PED_10_2x_Questions_About_Smoking_Tobacco_and_Health.asp?sitearea=PED&viewmode=print&. Accessed March 1, 2006. 7. US Department of Health and Human Services. *Reducing the Health Consequences of Smoking: 25 Years of Progress: A Report of the Surgeon General*. Atlanta, Ga: US Dept of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 1989. Available at: http://profiles.nlm.nih.gov/NN/R/0/K/S/_/n/0/b/s/s.pdf. Accessed October 25, 2005. 8. Prochaska AV. New developments in smoking cessation. *Chem*. 2000;117(suppl 1):1695-1755. 9. DiFranza JR, Wellman R. A sensitization-homeostasis model of nicotine craving, withdrawal, and tolerance: integrating the clinical and basic science literature. *Nicotine Tob Res*. 2005;7:9-26. 10. Zbikowski SM, Swan GE, McClure JR. Cigarette smoking and nicotine dependence. *Med Clin North Am*. 2004;88:1453-1465. 11. Madden PA, Heath AC, Pedersen NL, Kaprio J, Koskenvuo M, Martin NG. The genetics of smoking persistence in men and women: a multicultural study. *Behav Genet*. 1999;29:423-431. 12. Benowitz NL. *Nicotine pharmacology and addiction*. In: Benowitz NL, ed. *Nicotine Safety and Toxicity*. New York, NY: Oxford University Press; 1998:3-16. 13. World Health Organization. *Facts and figures about tobacco*. Available at: <http://www.who.int/tobacco/fct/tobacco%20factsheet%20for%20COP4.pdf>. Accessed June 12, 2006. 14. National Health Service Scotland. *Health in Scotland 2003*. Edinburgh: Scottish Executive; 2004. 15. Anthenelli RM. Recent advances in the treatment of tobacco dependence. *Clin Neurosci Res*. 2005;5:175-183. 16. Dani JA, De Biasi M. Cellular mechanisms of nicotine addiction. *Pharmacol Biochem Behav*. 2001;70:439-446. 17. Rigotti NA. Treatment of tobacco use and dependence. *N Engl J Med*. 2002;346:506-512. 18. West R, McNeill A, Raw M. Smoking cessation guidelines for health professionals: an update. *Thorax*. 2000;55:987-999. 19. Prochaska JO, Ecclemente CC, Norcross JC. In search of how people change: applications to addictive behaviors. *Am Psychol*. 1992;47:1102-1114.



Pfizer Limited, Pfizer Center,
Patel Estate, Jogeshwari (West),
Mumbai 400 102, India