

Smokeless® sessions are structured and highly motivating. Yet, they are an enjoyable and satisfying way to quit smoking.



Smokeless® Is a Nationally Recognized Program

Smokeless® was commended in two U.S. Surgeon General's Reports. Smokeless® has received awards from The President's Council on Physical Fitness and Sports, The Department of Health & Human Services, and The Centers for Disease Control and Prevention.

Smokeless® has been featured on ABC's Good Morning America, 20/20, CNN, and on the ABC, NBC, and CBS radio networks.

Smokeless® has been presented before:

- American Medical Association
- American Heart Association
- American Psychological Association
- American Public Health Association
- American Hospital Association

Smokeless® was chosen over other stop smoking programs by many prestigious corporations for use in their health promotion activities. These include:

- Allstate Insurance
- AT&T
- Blue Cross Blue Shield
- CBS
- Chrysler
- Exxon/Mobil
- FedEx
- Ford Motor Company
- General Motors
- International Paper
- JC Penney
- McGraw Hill
- Merck
- New York Times
- Pacific Gas & Electric
- Sara Lee
- Standard & Poors
- Among Others

Smokeless® Can Be Measured Best By the Things That Our Graduates Say

"I haven't had a cigarette since the day I started Smokeless®. I really don't believe I could have stopped smoking without the help of the program. I feel great about quitting and I only wish I could have taken a program like this about 30 years ago."

—Frank Franciforti, former 1 pack/day smoker for 30 years

"It feels like a miracle to me. I have wanted to quit for a long time and have tried to quit many times over the past 25 years. Each attempt brought more pain. Smokeless® worked for me with a minimum of discomfort. It feels so great to know that I am an ex-smoker."

—Doris Preisick, former 1 pack/day smoker for 28 years

"Smokeless® did it. After numerous attempts, including hypnosis, we finally kicked the habit. They made it easy, comfortable, and painless."

—Albert and Della Atias, former 3 and 2 pack/day smokers for 35 years

"After reviewing the Smokeless® program, I became convinced that it is of the highest quality and effectiveness for people who want to overcome their cigarette addiction. For the past 25 years, I have enthusiastically 'prescribed' the program to my smoking patients and have lost count of all of the success stories."

—Dr. Joseph Berenholz, M.D., Southfield, Michigan

Smokeless® has worked for over one million tobacco users who thought it was impossible to quit. It will work for you.

**Contact us today to enroll.
You have nothing to lose but your habit.**

800-345-2476

www.healthylife.com/LubrizonEssentialsSmokeless

Lubrizon

Essentials



Smokeless®

Quit Tobacco for Good!



You Need to Quit Tobacco

- Are you finding fewer public places to smoke?
- Do family members, friends, and coworkers keep telling you that you need to quit?
- Is the cost of cigarettes eating away at your budget?

You Know You Should Quit

It's no secret that tobacco use increases the risk of lung cancer, heart disease, bronchitis, and emphysema. Did you know smoking can increase your risk of Alzheimer's disease and breast cancer and that each cigarette you smoke shortens your life by 15 minutes?

Due to these reasons and more, you have probably thought about quitting. Yet, you go on using tobacco because you are dependent on it and, up to now, have not found the right way to get you to stop for good.

At Smokeless®, We Understand the Problem

We know that using tobacco is a complex behavior which you acquired step-by-step over a period of time. **Smokeless®** was developed to help you minimize the pain of quitting and end the tobacco habit forever.

Smokeless® Works - In 5 Days

Smokeless® is a positive approach to breaking the tobacco habit (cigarettes, cigars, snuff, and chewing tobacco). It is a highly effective program which teaches the necessary skills to quit tobacco use for good. Since no one quit method works for all smokers, **Smokeless®** presents over 500 different techniques and concepts. This allows you to pick and choose techniques to meet your needs. The program addresses people who aren't sure they want to quit, people who are thinking about it, and people who are ready to take action. It works in only 5 days. Best of all, **Smokeless®** curbs withdrawal discomfort and irritability, while it controls your weight.

Smokeless® Professionals

Smokeless® instructors and coaches are certified professionals who understand the depth and complexity of tobacco use and the techniques that will enable you to quit. They believe in the program because it has worked for over one million smokers who have graduated from **Smokeless®** successfully.

The 3 Phases of Smokeless® Are Designed for Success

1 Phase

The **Smokeless®** program begins with an introductory session conducted either in a class or over the telephone. You will receive details about **Smokeless®** - how it operates and how it will work for you. This session and the materials that you receive will prepare you for the next phase of **Smokeless®**.



2 Phase

The second phase is called the Skill Development Phase. Here you will learn the unique techniques that allow you to quit tobacco with little or no discomfort. During this phase, you will quit tobacco for good.

3 Phase

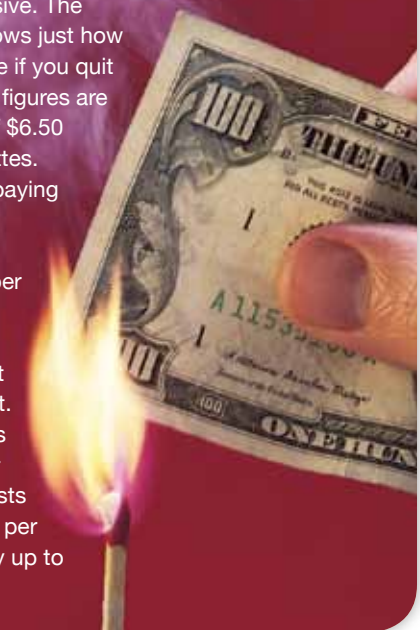
The final phase of the **Smokeless®** program is the Maintenance Phase. During Maintenance, you will learn additional techniques that will reinforce those learned in the Skill Development Phase. The Maintenance Phase will see you through your first weeks, tobacco free, and strengthen your ability to live without it.



You Might as Well Be Burning One Hundred Dollar Bills

Smoking is expensive. The following chart shows just how much you can save if you quit smoking now. The figures are based on a cost of \$6.50 per pack of cigarettes. You may even be paying more.

Estimate the number of packs that you smoke a day and find that number at the top of the chart. The dollar amounts directly under your number are the costs per day, per week, per month - all the way up to 40 years.



The Cost of Cigarettes					
	Number of Packs				
	1	1½	2	2½	3
Day	\$6.50	\$9.75	\$13.00	\$16.25	\$19.50
Week	45	68	91	113	136
Month	182	273	364	455	546
Year	2,372	3,558	4,745	5,931	7,117
10 Years	23,725	35,587	47,450	59,312	71,175
20 Years	47,450	71,175	94,900	118,625	142,350
30 Years	71,175	106,762	142,350	177,937	213,525
40 Years	94,900	142,350	189,800	237,250	284,700

You will spend even more as the price of cigarettes rises in the future. These figures do not reflect the other costs of smoking. You spend money for lighters and smoking paraphernalia, extra medical expenses, missed work days, and increased life and health insurance rates, as well as ruined clothing, carpeting, and furniture. These and other hidden costs add up to over \$800 per year for the average smoker. When you add this to the actual cost of cigarettes, you begin to see the economic benefits of **Smokeless®**.