

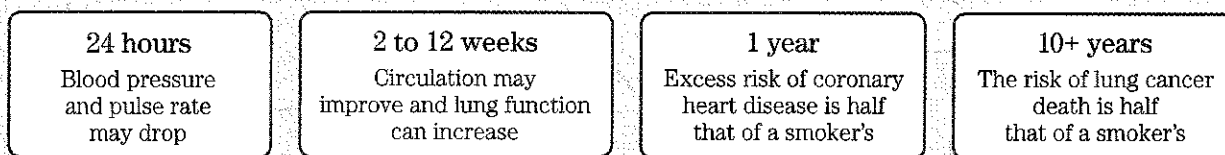


Understanding the potential benefits of quitting smoking

If you're thinking about quitting smoking, that's great. It can be one of the best things you can do for yourself. Take a look below to find out how you may benefit in the short and long term from quitting smoking and staying quit. Then find out what steps you can take to get started.

Potential benefits to your health

Did you know that studies show that even if you're a long-term smoker, you may still benefit from quitting? Take a look at the potential health benefits you may experience over time.

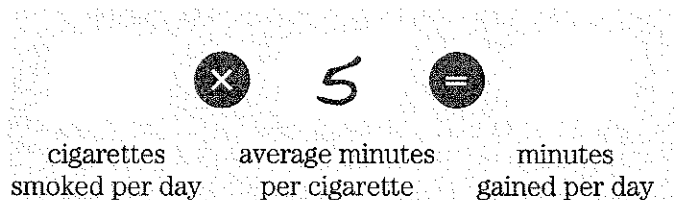


Here are a few more things you may look forward to:

- You may experience an improved sense of taste and smell.
- Your breath, hair, and clothes won't smell like smoke.
- You may experience a sense of control now that you're not dependent on cigarettes.

Potential benefits of spending less time smoking

You may not notice how much time you spend smoking cigarettes from day to day, but over time, minutes can become hours and the hours can become days. Based on an average smoking time of 5 minutes per cigarette, here's how much time you might gain.



Find the time

As a pack-a-day smoker, in just one year of not smoking, you could free up 25 full days to do anything you please.

Find out more

about what it takes to give up cigarettes for good.
Visit www.mytimetoquit.com today.

Potential benefits to your savings

Here's another great reason to stop buying cigarettes. You'll save money. And you may be surprised at how much the savings can be. Use the chart below to see how much you may save based on the amount you smoke:

Calculate your weekly savings ► Packs purchased per week: \times Cost per pack: $=$ Money you may save each week: \$

The savings can add up

Over time, you may be able to save a lot of money by not buying cigarettes. As a pack-a-day smoker, by not buying cigarettes you may save:

\$4.50/pack	4 weeks	12 weeks	1 year
1 pack/day	\$126	\$378	\$1,642
2 packs/day	\$252	\$756	\$3,285

\$5.50/pack	4 weeks	12 weeks	1 year
1 pack/day	\$154	\$462	\$2,007
2 packs/day	\$308	\$924	\$4,015

\$6.50/pack	4 weeks	12 weeks	1 year
1 pack/day	\$182	\$546	\$2,373
2 packs/day	\$364	\$1,092	\$4,745

\$7.00/pack	4 weeks	12 weeks	1 year
1 pack/day	\$196	\$588	\$2,555
2 packs/day	\$392	\$1,176	\$5,110

As a pack-a-day smoker,* by not buying cigarettes you may save enough to buy:

- A portable DVD player (worth over \$250) in just 2 months.
- A flat-screen TV (worth \$750) in only 6 months.
- A 4-day cruise for 2 people (worth over \$1,500) in 1 year.

*Based on the national average of about \$4.26/pack of cigarettes.

Take the first steps toward quitting smoking

Once you make the decision to quit smoking, there are three steps you can take to get started:

- 1 **Speak to your doctor about treatment.**
Your doctor knows your medical history. He or she can suggest the right treatment for you.
- 2 **Set a quit date.**
Pick an actual date to stop smoking. Let your closest friends and family know you're quitting. It may help you stick to your goal.
- 3 **Enroll in a quit-smoking support plan.**
A good support plan offers expert advice and support, personalized to meet your needs. It can also teach you things like how to recognize and deal with situations that may tempt you to smoke. Or how to build a support network. So when you're faced with an urge you'll be better prepared for it.

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