

# HOW TO STOP SMOKING

## EFFORTLESSLY & EASILY

### FIRST SOME FACTS

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Every problem was once a solution. Eighty-two percent of people who smoke today started as teenagers. At that time of life, young people want to be part of the gang, to prove themselves, to rebel against authority, to seem to be more grown-up than they really are, and to be cool, glamorous and sophisticated. These are all positive values. The unconscious part of the mind forms association between those positive values and the smoking habit. Therefore the unconscious accepts smoking as the symbolic way of achieving those values. The same process takes place with those 18 percent of smokers who take up the habit as adults. Typically, a young adult starts smoking as away of identifying with colleagues in a workplace where most employees already smoke, or to fit in with a new group of friends, or to strengthen a relationship with a partner who smokes. In each case the unconscious has positive intensions in adopting the smoking habit.

As a smoker moves through life from being a teenager to becoming an adult, so the unconscious significance of smoking can change. The adult smoker no longer feels a need to prove himself or herself, or rebel against authority, or be part of the gang, so the smoking habit can become a “crutch”, a source of emotional support, a means of obtaining a moment of introspection, or dealing with stress, anxiety,

boredom or some other unwanted emotion. In short, the unconscious significance of the smoking habit changes, while the habit itself remains the same.

**What is in a cigarette?** Well it is not your "little friend" and that's for sure! Most smokers know that tobacco contains the poison nicotine, but may not be able to tell you anything else about it. Tragically, smokers very rarely know what nicotine actually is, or what other chemicals they are regularly filling their lungs with. That is because someone who smokes necessarily lives in *fear* and *denial*.

This is what you get a lungful of when you smoke a cigarette:

#### Nicotine

Nicotine is an *insecticide*! In the tobacco plant its natural function is to repel pests. In the human body nicotine acts as a powerful neurotoxin, artificially stimulating the nervous system. The long term physical and psychological effects of nicotine are very similar to the effects of chronic stress. That's why cigarettes do not "calm your nerves." Smokers assume that cigarettes help them to relax, but the nicotine creates the stress in the first place. Nicotine is a deadly, poisonous, toxin. Two drops of pure nicotine on the tongue would be more than enough to kill a full-grown man.

#### Carbon Monoxide

You've probably heard of people dying from "carbon monoxide poisoning" due to car

exhaust fumes or faulty gas heaters. Carbon monoxide (CO) is an invisible, odourless and tasteless, toxic gas. It is created when any organic based substances, including tobacco and paper, are burned. In the body, CO attaches itself to red blood cells taking the place of oxygen, thereby causing *asphyxiation*. In smokers, CO partially starves the body of oxygen, causing shortness of breath, and reducing energy.

#### Tobacco Tar

Sticky, stale smelling, yellow-brown tar is created when tobacco smoke condenses, you can sometimes see it on the walls of public bars or staining chain smokers' fingers. The tar is really a cocktail of different chemicals. There are over four thousand (4,000) chemicals in tobacco smoke of which at least forty are known to be *carcinogenic* (cancer causing). Some of the toxic chemicals in tar may surprise you: arsenic, cyanide, formaldehyde, ammonia, cadmium (the poisonous metal used in batteries), acetone (nail polish remover). If someone offered you a fizzy drink containing all that stuff, would you drink it? Nobody in their right mind would eat or drink tar, and your lungs are in many ways more delicate and sensitive organs than your stomach. Obviously, tobacco tar is highly toxic and the fact that it condenses on the surface of the lung tissue means that it physically clogs up the lungs, preventing them from cleaning themselves and seriously impairing breathing. You wouldn't tar the inside of your lungs with a bucket and paintbrush, so why do it with smoke!

<b>Smoking &amp; Disease</b> <i>Some medical conditions known to be linked to smoking.</i>	
<b>Cancers</b> Not just lung cancer but many different forms of the disease. Cancer of the Lung, upper respiratory, oesophagus, bladder, kidney, stomach, pancreas, cancer of the endometrium, and myeloid leukaemia.	<b>Dental</b> Acute necrotizing ulcerative gingivitis (gum disease). Tooth loss.
<b>Eye-Conditions</b> Nystagmus (abnormal eye movements). Ocular Histoplasmosis (fungal eye infection). Cataracts (2x risk). Optic neuropathy (loss of vision, 16 x risk). Macular degeneration (eyes, 2 x risk). Tobacco amblyopia (loss of vision). Diabetic retinopathy (eye disorder). Optic neuritis.	<b>Muscles &amp; Joints</b> Muscle injuries. Ligament injuries. Tendon injuries. Neck pain. Back pain. Osteoporosis (in both sexes). Osteoarthritis. Rheumatoid arthritis (in heavy smokers).
<b>Heart &amp; Circulation</b> Angina (20x risk). Buerger's Disease	<b>Alimentary</b> Duodenal ulcer. Stomach ulcer.

(severe circulatory disease). Peripheral vascular disease. Ischaemic heart disease. Cerebrovascular disease. Aortic aneurysm. Myocardial degeneration. Atherosclerosis.	Colon polyps. Crohn's disease.
<b>Psychopathology</b> Depression. Stress-related illness more common. Anxiety disorders (phobia, OCD, panic).	<b>Skin Disease</b> Skin wrinkling (2 x risk). Psoriasis (2 x risk).
<b>Respiration</b> Chronic obstructive lung disease. Emphysema.	<b>Other Infections &amp; Viruses</b> Immune system generally impaired. Influenza. Pneumonia. Tuberculosis. Common cold more frequent and persistent.
<b>Allergies (Auto-Immune system function generally impaired.</b> Asthma symptoms worse. Chronic rhinitis (nasal inflammation). <b>Immune</b>	<b>Other Hormonal &amp; Neurological Disorders</b> Graves disease (over-active thyroid). Diabetes (Type 2, non-insulin

<b>Disorders).</b> Immune system function generally impaired. Asthma symptoms worse. Chronic rhinitis (nasal inflammation).	dependant). Multiple Sclerosis. Hearing loss. Parkinsons.
<b>Sexuality &amp; Reproduction (Men)</b> Penile Erectile Impotence (x 2 risk). Ejaculation volume reduced. Sperm count reduced. Sperm motility impaired. Sperm less able to penetrate ovum. Sperm shape abnormality increased.	<b>Sexuality &amp; Reproduction (Women)</b> Menopause onset is 1.74 years earlier on average. Female fertility 30% lower.

Cost of Smoking: The "Cancer Mortgage"					
Cigarettes per day	1 year	5 years	10 years	20 years	Lifetime (est. 56 years of smoking)
10	£880	£4,401	£8,803	£17,605	£49,294
20	£1,761	£8,803	£17,605	£35,210	£98,588
30	£2,641	£13,204	£26,408	£52,815	£147,882
40	£3,521	£17,605	£35,210	£70,420	£197,177
60	£5,282	£26,408	£52,815	£105,630	£295,765

- Dry mouth and difficulty in sleeping
- Numerous side effects including upset stomachs, flu symptoms, anxiety, dizziness, sore throats, palpitations etc.
- Must take them for 2 months

- Not suitable for people with heart disease
- Depends on the weather, if its colder conditions then you have to work harder to inhale the vapour.

## Smoking & Death

Tobacco is the only legally available consumer product which kills people when it is used in the manner and quantity intended by the manufacturers.

Every year in the UK, over one hundred and twenty thousand (120,000) people die as a result of smoking. To get those figures in perspective, picture this: that is the equivalent to a jumbo jet full of passengers crashing... and hitting a double decker bus... *every day!* That's approx. *six million deaths*, in the UK alone, in the last fifty years.

One of the largest ever studies of smoking, following 34,000 people in the UK for over fifty years, recently released figures which prove that the average lifelong smoker will die *ten years prematurely*.

### Disadvantages of nicotine inhalers

- Its very visible
- Can cause mouth irritation
- Smokers don't like the taste of the inhalator cartridge

While I promote any method that will help give you the edge to be a non-smoker, it's worth contemplating some of the more common methods and their disadvantages.

### Disadvantages of Zyban

- Expensive drug – NHS are selective on who is subscribed this drug
- Increased risk of seizures in certain patients

### Disadvantages of the nicotine patch

- Nicotine is seeping into your body
- The patches can cause skin reactions
- Can't use when pregnant
- Unsafe to use if you have a stomach ulcer
- Sleepless nights
- Nausea and vomiting
- Vivid Dreams
- Recommendation to remove patch before 8pm possibly most vital time of the day

**NOW... STOP SMOKING IN JUST 1-2 HOURS**

**The most successful way to STOP, says Britain's leading science weekly.**

The *New Scientist*, Britain's leading scientific magazine, reported that:

“Research by scientist at Iowa University who analysed the results of 600 studies of nearly 72,000 people in Europe and USA who had used different methods to quit smoking. They found that hypnotherapy is **consistently the most successful way to become a non-smoker**. Among those ex-smokers who had successfully quit the habit, 30 percent had done so through hypnotherapy, compared with 25 percent through aversion therapy, 24 percent through acupuncture, ten percent through nicotine gum, nine percent through books and mail order advice, and six percent through willpower. The latest relaxation techniques achieve success rates of up to 60 percent from a single

### Disadvantages of Nicotine gum

- Some people do not like the taste of the gum
- You may not like chewing gum in public
- The temptation of smoking could still be with you
- You can be prone to mouth ulcers by chewing the gum

session.” (31<sup>st</sup> October 1992)

### Enjoy the benefits of freedom from smoking

You already know how your life will improve when you quit the habit of smoking. You will live longer and enjoy far better health. You will breathe more easily, and have more energy and better concentration. Your senses will sharpen and your reflexes will be faster. Your skin will look - and feel - fresher, healthier and younger. No longer will you suffer the restrictions which are imposed on smokers. You will achieve more at work and at play. Altogether, you will enjoy greater freedom, and more control over your own life.

**Save £880 to £5282 every year - or more**

You will have an extra £880 to £5282 in cash every year, money you spend on

- The correct technique has to be used otherwise full effects will be lost
- Not allowed to eat or drink 15mins before or during chewing the gum

### Disadvantages of going “cold turkey”

- Only 3 people out of 100 will be able to give up on willpower alone
- Nicotine withdrawal symptoms
- Unable to socialise

things that improve the quality of your life, rather than undermine it.

Your children are far more likely to grow up to be non-smokers when you are yourself a non-smoker.

**All these benefits can now be yours - in a single session of 60 minutes - with clinical advanced hypnosis.**

New even more powerful techniques now enable trained professional hypnotherapists to achieve success rates of **80 per cent or more**.

### Your unique path to quitting

Your hypnosis session is tailored especially for you, based on your unique experience of smoking. It will successfully free you from smoking, no matter:

- How long you have smoked,

- How many cigarettes you smoke now,
- How many times you have tried to quit,
- What your age or medical condition is.

Your hypnotherapy session includes:

- **interrupting the sensory triggers** which maintain the habit;
- a simple **self-hypnosis technique** which replaces stress with calmness;
- **trance induction**, in which the therapist tells your unconscious to quit;
- **reinforcement CD** for you to take home and keep.
- **Guaranteed Success or FREE back-up session.**

**For more information, please contact:**

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