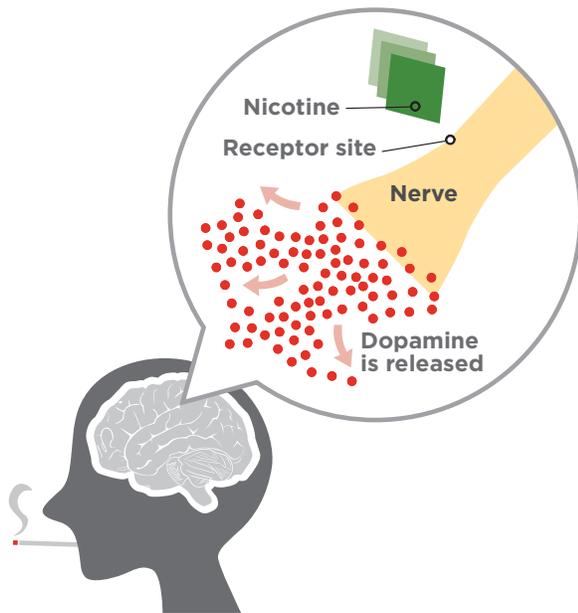


Knowing What to Expect When You Quit Smoking



Congratulations! You've made a great decision to quit smoking. We know quitting isn't easy, but being prepared may help. You may experience urges to smoke and other nicotine withdrawal symptoms after you quit. Knowing what to expect may help you stick to your goal. Use this activity sheet to get the facts.



Why smokers experience nicotine withdrawal

When you smoke, nicotine reaches the brain in about 10 to 20 seconds. This causes a chemical called dopamine to be released in the brain. Dopamine provides a feeling of pleasure. Over time, if you're a smoker, you may become addicted to nicotine.

For most smokers, smoking is more than just a habit. It is an addiction. And as with most addictions, when you take away the thing that you're addicted to, you may experience physical withdrawal symptoms. When you quit smoking, it's no different. You take away the nicotine, and that may cause your body to go through nicotine withdrawal symptoms. It can be tough, but the symptoms can lessen over time.

Remember, if you do slip up and smoke, don't give up. A slip-up isn't a failure. It doesn't have to be a relapse.

Common signs of nicotine withdrawal

The symptoms may be different for everyone, but here's what to look for:

- Urge to smoke
- Irritability, frustration, or anger
- Restlessness
- Depressed mood
- Anxiety
- Decreased heart rate
- Insomnia
- Difficulty concentrating
- Increased appetite or weight gain

And don't forget, no matter how tough nicotine withdrawal symptoms may seem at first, they can lessen over time. Until then, think of the symptoms as a sign that your body is cleansing itself of nicotine — and that's a positive thing. Make a follow-up appointment with your doctor to discuss your progress and any withdrawal symptoms you may be experiencing.

Find out more

about a plan to quit smoking and a prescription treatment option at www.riteaid.com/quit.

Knowing What to Expect When You Quit Smoking



When do you feel the urge to smoke?

The urge to smoke may also be a habit linked to a daily activity. And identifying those situations may help you prepare for urges before they happen. Take a look at the lists below. Identify your smoking risk situations in the left column. Then, choose a quit strategy from the right column.

SITUATION	QUIT STRATEGY	CHOOSE A QUIT STRATEGY
<input type="checkbox"/> Mealtimes, or just after a meal	<u>DO SOMETHING ACTIVE</u>	Talk it out. Go somewhere you can't smoke. Switch up your routine. Take a shower. Take several deep breaths. Do something active. Leave the situation. Meditate. Visualize the future. Keep your mouth busy. Carry a water bottle/drink water. Other _____
<input type="checkbox"/> When I get home from work	_____	
<input type="checkbox"/> Watching TV or listening to the radio	_____	
<input type="checkbox"/> Talking on the phone	_____	
<input type="checkbox"/> Having a cup of coffee or tea	_____	
<input type="checkbox"/> When I first wake up	_____	
<input type="checkbox"/> Having a drink	_____	
<input type="checkbox"/> Being with other smokers	_____	
<input type="checkbox"/> When someone offers me a cigarette	_____	
<input type="checkbox"/> Feeling stressed	_____	
<input type="checkbox"/> _____	_____	
<input type="checkbox"/> _____	_____	

Make a plan to quit smoking

Everyone's experience with nicotine withdrawal symptoms is different. So it's important to recognize when you're experiencing them. That makes it easier to understand that nicotine withdrawal symptoms are a normal part of the quitting process. Then you can make a plan to deal with them. As you get on the path to quitting smoking, following these 3 steps may help:

- 1 Recognize your risk situations.**
 Try to understand the situations that put you at risk for smoking after you've quit. Then, think about how you could use your quit strategies from above to deal with them.
- 2 Build a support network.**
 First, set a quit date. Then, let your closest friends and family know you're quitting. It may help you stick to your goal.
- 3 Sign up for a quit-smoking support plan.**
 Get expert advice and support. It can teach you how to change the way you think about and act on smoking. So when you're faced with an urge, you'll be better prepared for it.

Find out more

about a plan to quit smoking and a prescription treatment option at www.riteaid.com/quit.

Helpful Tips



Remove cigarettes and other tobacco from your home, car, and work

Getting rid of things that remind you of smoking will also help you get ready to quit. Try these ideas:

- Make things clean and fresh at work, in your car, and at home. Clean your curtains and clothes. Wash your car. Buy yourself flowers. You will enjoy their scent as your sense of smell returns.
- Have your dentist clean your teeth to get rid of smoking stains. See how great they look. Try to keep them that way.
- Throw away all of your cigarettes and matches. Get rid of your lighters and ashtrays.

Keep busy

- Be active. Take long walks. Go bike riding. Start a new hobby.
- Spend as much free time as you can where smoking isn't allowed. Some good places are malls, libraries, museums, theaters, and places of worship.
- If you miss having a cigarette in your hand, hold something else. Try a pen or a paper clip. If the craving gets bad, take a shower—you don't smoke in the shower.
- If you miss having something in your mouth, try toothpicks, cinnamon sticks, lollipops, hard candy, sugarfree gum, or carrot sticks.

Stay away from what tempts you

- If you always smoke while driving, try something new. Listen to a new radio station or take a different route. Take the train or bus for a while, if you can.
- Instead of smoking after meals, get up from the table. Brush your teeth or go for a walk.
- Stay away from things that you connect with smoking or chew. These may include:
 - Watching your favorite TV show.
 - Sitting in your favorite chair.
 - Having a drink before dinner.

- If you must be somewhere you'll be tempted to smoke, for example at a party or in a bar, try to be near non-smokers.

Plan to reward yourself

- You will save money by becoming tobacco-free. Is there something you'd like to buy for yourself or someone else? Figure out what these things cost. Then start putting aside "cigarette money" to buy some of them.
- Buy yourself something special today to celebrate. Or go to a movie. Be careful with food treats. You may need less food when you don't smoke. This is true no matter how much you want to put something in your mouth.

When you really crave tobacco

Remember: the urge to smoke usually lasts only four to six minutes. Try to wait it out. Or look at the plan you made. You wrote down steps to take at a time like this. Try them! Try these ideas:

- Learn to relax. Take 10 slow, deep breaths and hold the last one. Then breathe out slowly. Relax all your muscles. Picture a soothing, pleasant scene. Think only about that peaceful image and nothing else.
- Light a candle or incense instead of a cigarette.
- Where you are and what is going on can make you crave a cigarette. A change of scene can really help. Go outside, or go to a different room. You can also try changing what you are doing.
- No matter what, don't think, "just one won't hurt."
- Remember: trying something to beat the urge is always better than trying nothing.

Remember
NOPE:
Not One Puff Ever.



Will I gain weight when I stop smoking?



Many people who stop smoking worry about gaining weight. Your body uses food more slowly when you first stop smoking. You may eat more when you quit, too. There is a good chance you will gain weight. But not everyone does.

Are you worried about gaining weight? Think about this: you'd have to gain a lot of weight to offset the health rewards of quitting. Here are some tips to keep off those extra pounds.

How to avoid gaining weight after quitting

- Make time to exercise everyday. Even walking will improve your health. And all exercise burns calories, which helps you gain less weight.
- Exercising can distract you from smoking. It lowers the stress that makes you crave a cigarette. Exercise with a friend to help you stick to it!
- Are you starting a new exercise program? Begin with as little as 10 minutes. Slowly build up to longer periods of time. It's a good idea to talk to your doctor before you start. Your doctor can suggest what will keep you safe and get you healthy.
- As you get in shape, you will build muscle. Muscle weighs more than fat. So you may find that clothes become looser even if you don't lose weight.
- Get plenty of rest. Staying up late can lead to unhealthy late night snacks.

Eating tips for the new non-smoker

Because you may eat more when you quit, it is important to eat healthy foods. It is important to have small portions to avoid eating too much.

- Stay away from sweets and high-calorie foods. But don't cut back on eating to lose weight. Craving both food and cigarettes is tough to handle.
- Have healthy, low-calorie foods on hand if you like to snack. Try fresh fruits and vegetables, yogurt, or air-popped popcorn without butter.
- Bring a healthy lunch and snacks to work. This can help you eat well and save money.
- Chew sugarfree gum or suck on sugarfree candy if you crave sweets.
- Drink water before your meals and between meals. Drinking plenty of water is healthy for everyone. It can also keep you from over-eating and give you something to do instead of smoking a cigarette. NOTE: If you are on fluid restrictions, please check with your doctor.



Find out more
about quitting smoking
at riteaid.com/quit.

I WILL

TAKE MY FAMILY ON VACATION.

Your Plan-To-Quit Tool

RA4546

Your Plan-To-Quit Tool

Congratulations

You're considering quitting smoking, and that's a great first step. The Plan-to-Quit Cards can help guide you. These cards are designed to give you the information you need to know while preparing for your quit and for the early part of your quit. But they don't take the place of a plan that includes treatment and support. So be sure to talk to your doctor about a smoking cessation treatment option that's right for you. And help set yourself up for success by getting support.

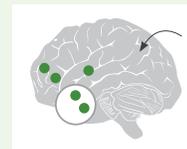
Why it's hard to quit

For most people, quitting is a physical and behavioral challenge. For many people, smoking is an addiction. Plus, over the years, people develop smoking routines. Most people try to quit 6-9 times in their lifetime. So if you've tried to quit before, don't be discouraged. It's still possible to quit. So be confident, you're going to do great.

WHY NICOTINE IS ADDICTIVE

1 When you smoke, nicotine goes from a cigarette into the brain in about 10 to 20 seconds.

● Represents nicotine from smoking



2 Nicotine attaches to nicotine receptors in the brain, and that sends a message to release a chemical called dopamine.



3 Dopamine provides a feeling of pleasure. But it doesn't last long. That's why your body craves more nicotine. Nicotine addiction can be a cycle that can be very difficult to break.

○ Represents dopamine



For illustrative purposes only

© Pfizer Inc. Used with Permission.



TREATMENT AND SUPPORT A MORE EFFECTIVE WAY TO QUIT

According to the US Public Health Service, treatment combined with support is shown to be more effective in quitting smoking than either alone. Quitting smoking is a physical and behavioral challenge. So pack a one-two punch with an approach that includes treatment and support.

Treatment

About 95% of smokers who try quitting cold turkey are unsuccessful at the end of 1 year, according to clinical guidelines. So talk to your doctor about the right treatment option for you. Studies have shown that a combination of treatment and support can be a more effective way to quit.

Support

Set yourself up for success by enrolling in a quit-smoking program to help you whenever you need support during your quit. Programs like these can help you create a quit plan, so you can be prepared for every stage of the quitting process. Also, be sure to tell a few key friends and family members that you're quitting. They can provide support when you need it most.

How to use the Plan-to-Quit Cards.

These quick yet powerful activities are designed to help jump-start your quit and keep you on track during your first week of not smoking. Read both sides, and do all of the activities. Do them at your own pace. And in order from before your Quit Date to after your Quit Date. Take a single activity with you if you need it. Once you've filled them out, you can review them anytime to remind yourself of your commitment to quit.



Before Your Quit Date
Use these Plan-to-Quit Cards to prepare yourself for your Quit Date.



On Your Quit Date and Beyond
Use these Plan-to-Quit Cards on and after your Quit Date.

It's your quit.

No one can force you to do it. And everyone has their own reasons for quitting. So make it personal. Take an active role in your quit by completing these cards. That way you can start to develop a plan that works just for you and your life.

© Pfizer Inc. Used with Permission.

3

4

BEFORE YOUR QUIT DATE:

REASONS TO QUIT

A

Your Reasons to Quit

There are many reasons to quit smoking. Which ones are most important to you? Look at the list below, check off the reasons that apply to you, and add any extras you can think of.

Keep your list handy and use it as motivation to stick with your decision to quit.

- I'm ready for a change.
- Smoking is affecting my relationships.
- I want to improve my health.
- I want to save money by not buying cigarettes.
- I'm planning on having a baby.
- I feel like I'm looked down upon as a smoker.
- I spend too much time alone smoking.
- It's becoming harder to find places to smoke.
- Almost everywhere I go smoking is not allowed.
- I don't want to expose my family and friends to secondhand smoke.
- _____
- _____
- _____

Stay Inspired

One of your reasons to quit could be someone in your family. It could be an activity, or a vacation you want to take. Whatever it is, create a quick visual reminder by taping a photograph below. Take this card with you. Put it in your car, up on your fridge, or prop it up at work.



My Inspiration to Quit

Tape a photograph here.

© Pfizer Inc. Used with Permission.

5

6

Quit For You Smoking Cessation Program



BEFORE YOUR QUIT DATE:

QUIT STRATEGIES

D

Being Prepared with Quit Strategies.

A Quit Strategy is a concrete way to fight an urge to smoke. It can help you deal with specific situations. Having a Quit Strategy ready in advance may help you overcome risk situations. Take a look at the following common Quit Strategies for ideas.

COMMON QUIT STRATEGIES	
Talk it out	Calling someone or visiting a supportive friend may be just the distraction you need to keep you from thinking about smoking. Remember, there are quit hotlines that can help you through tough moments.
Do something active	Exercise. Walk. Work in the garden. Keep your body moving. This may energize you and make you feel healthier. Please be sure to consult your doctor before taking on a new physical activity.
Go somewhere you can't smoke	Visit a non-smoking friend's home, or go to the movies or a mall. Knowing that you're in a place where you can't smoke can take some of the pressure off of you.
Carry a water bottle	Drinking water will keep you hydrated. And it gives your mouth and hands something to do.

Keep your hands busy

Try squeezing a stress ball. Or knitting. If you've got a computer, go online. There are lots of free online games to play. You can even try searching for yourself online and see what turns up!

Leave the situation

Your urge to smoke may go away if what's causing it is no longer in front of you. Go for a walk and focus on something else. It can help you clear your head.

If you're in a situation you can't quite leave, try taking a quick bathroom break. Give yourself 5 minutes to get past the urge to smoke.

Switch up your routine

By switching up your routine, you're breaking links you've formed between smoking and certain activities. Try something new, like taking a different route on your way home from work.

Take several deep breaths

Take the deepest breath you can and slowly exhale while bringing your chin to your chest. As you exhale, close your eyes and imagine tension being gently expelled from your body. Go slowly and repeat 3 times. By the time you're done, the urge to smoke may be gone.

My Personal Quit Strategies:

© Pfizer Inc. Used with Permission.

11

12

BEFORE YOUR QUIT DATE:

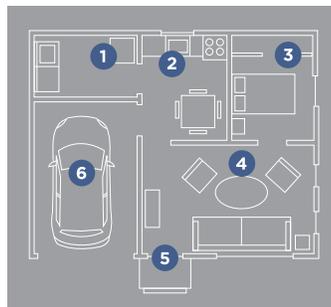
CIGARETTE-FREE ZONE

E

Create a Cigarette-Free Zone!

Go through every place you may have cigarettes and get rid of them. Look in your bags and the glove compartment of your car. Check coat pockets. And don't just throw the cigarettes in the trash. Destroy them! Tear them in half. Run water over them. Flush them down the toilet. Oh, and get rid of all the butts, too.

Make sure to get rid of all of your cigarettes; don't keep an emergency pack hidden anywhere, because that's planning for failure. And this quit is all about planning for success. Take a look at the blueprint below, follow the suggestions on the reverse, and make a clean sweep of your home.



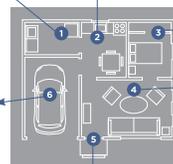
- 1 Laundry Room
- 2 Kitchen
- 3 Bedroom
- 4 Living Room
- 5 Patio
- 6 Garage

Laundry Room: Wash that smoke out of your clothes, towels, and sheets. Try using a fabric sheet in the dryer to scent your clothes.

Kitchen: Do you smoke with your morning coffee or while reading the paper? Buy tea instead to try to break that link. Read the paper somewhere else. And if you smoke after meals, try getting up from the table and doing something else, like washing the dishes.

Bedroom: Go through all of your closets and check your pockets, handbags, briefcases, and suitcases for cigarettes, lighters, and matches. Buy an air freshener to create a more pleasant atmosphere.

Garage: Cigarettes, lighters, empty packs — trash them. Vacuum the interior of your car. Wipe down surfaces. Really clean out that ashtray. Consider buying a car air freshener as well.



Patio: Do a clean sweep. Search for old cigarette butts on the ground and get rid of outdoor ashtrays.

Living Room: Vacuum and use carpet freshener. Dump the ashtrays and replace them with a dish of sugar-free candy. Move your favorite smoking chair to help avoid old habits.

© Pfizer Inc. Used with Permission.

13

14

Quit For You Smoking Cessation Program



ON YOUR QUIT DATE:

24-HOUR ACTION PLAN

F

24-Hour Action Plan.

This card is designed to help you get through your Quit Date. Doing a little prep work can take some of the guesswork out of your day. And that should help boost your self-confidence. Remember, you have 1 goal for the day – to get through it without smoking.

Create Your Action Plan.

Find the cards titled “Risk Situations” (QuitCard C) and “Quit Strategies” (QuitCard D). Now take a moment to think about today. What situations might you run into? Which Quit Strategies can help you get past them? Use both cards to create your plan on the reverse side.

Example:

Smoking Risk Situations	Your Strategies
MORNING	
1. <u>MORNING COFFEE</u>	<u>DRINK TEA INSTEAD</u>
2. <u>DRIVE TO WORK</u>	<u>SING ALONG TO MUSIC IN CAR</u>
3. _____	_____
AFTERNOON	
1. <u>LUNCH BREAK</u>	<u>TAKE A WALK</u>
_____	_____

Fill Out Your 24-Hour Action Plan and Keep It With You Today.

Smoking Risk Situations	Your Strategies
MORNING	
1. _____	_____
2. _____	_____
3. _____	_____
AFTERNOON	
1. _____	_____
2. _____	_____
3. _____	_____
EVENING	
1. _____	_____
2. _____	_____
3. _____	_____
NIGHT	
1. _____	_____
2. _____	_____
3. _____	_____

© Pfizer Inc. Used with Permission.

15

16

BEFORE YOUR QUIT DATE:

NICOTINE WITHDRAWAL

G

Understanding Nicotine Withdrawal Symptoms

When you stop smoking, your body may go through a physical withdrawal from nicotine, which may lessen over time. Here are a few of the common nicotine withdrawal symptoms to be aware of:

- Depressed mood
- Feelings of frustration, impatience, or anger
- Anxiety
- Irritability
- Urge to smoke
- Difficulty concentrating
- Restlessness
- Insomnia
- Increased appetite

WHY? Why talk about nicotine withdrawal symptoms? For many people, nicotine withdrawal symptoms are a part of the quitting process. For those who have symptoms, knowing what to expect can help them be better prepared.

How to Think About Nicotine Withdrawal Symptoms.

Remember, when you stop smoking, your body may go through a physical withdrawal from nicotine. Important changes are taking place in your body now that you've stopped smoking. Knowing all the good things that are happening in your body might help keep you on track.

For example, within:

- **24 hours**
Blood pressure and pulse rate may drop.
- **48 hours**
The carbon monoxide level in your blood may return to normal.
- **2 to 12 weeks**
Circulation may improve and lung function can increase 1 year. Excess risk of coronary heart disease is half that of a smoker's.

© Pfizer Inc. Used with Permission.

17

18



AFTER YOUR QUIT DATE:

URGE DISTRACTIONS

H

Getting Past Urges

How long does an urge last?

An urge to smoke may last only 5 minutes. If you can get through 5 minutes after you feel the urge, the worst is probably over.

If you have an urge, try to find everyday objects to distract you. Here are some suggestions:

The ordinary object	How to distract yourself
Your cell phone	Update the numbers programmed into your cell phone. Or just call a friend for a quick 5-minute chat. Or why not play a quick game if you have one on your phone?
Your wallet	Clean out your wallet. See if you have any receipts or business cards that you don't need anymore, or that you can keep in some other place.
Your sneakers	A brisk walk or a little light exercise might help you stop thinking about smoking. Please be sure to consult your doctor before taking on a new physical activity.

An orange and a glass of water	You might enjoy a glass of water if you squeeze a lemon, lime, or orange into it. There's something refreshing about that citrus taste. And it might make a cigarette less appealing.
A letter	Write a good old-fashioned letter to somebody who's important to you. It can help keep you occupied until that urge is gone.
Your desk	Take a look at your desk. Organize the drawers. Clean your desktop. Throw away pens that don't work. Cleaning up your clutter can be distracting and productive.
A computer	If it's allowed where you work, play a computer game. Many computers have simple games like solitaire. Playing a hand or 2 could help get you past that immediate urge.

Write down other 5-minute distractions you can think of:

© Pfizer Inc. Used with Permission.

19

20

AFTER YOUR QUIT DATE:

EMERGENCY KIT

I

Create an Emergency Kit

Make an Emergency Kit you can turn to if you have an urge to smoke. It can help you substitute healthier habits for cigarettes.

Here's how:

First, get a container that's at least big enough for a bottle of water. Maybe a plastic food container, quart size. Anything will do. You might even want to make more than one Emergency Kit. Flip this card over for a few ideas that might help distract you the next time you feel the urge to smoke.



SOME THINGS TO PACK IN YOUR EMERGENCY KIT:

- A small water bottle that you can refill. We recommend that you drink 8 cups of water a day in the first few weeks after quitting.
- A pack of sugarless gum. It can help keep your mouth active and breath fresh.
- A photocopy or picture of your inspiration for quitting. You could even just include somebody's name. Something to remind you why quitting smoking is important to you.
- A small pack of toothpicks or coffee stirrers. Licorice or cinnamon sticks would work, too. You can find any of these at many grocery stores. They're just there to chew on, to keep your mouth occupied.
- Some healthy snacks in a small bag. Carrot sticks, celery, or crackers are good choices.

© Pfizer Inc. Used with Permission.

21

22



AFTER YOUR QUIT DATE:

CALCULATE YOUR SUCCESS

J

Add Up Your Successes

Remember, anytime you get past an urge to smoke, count that as a success. That's something you can be really proud of. You can do this exercise at the end of your first week of not smoking. That way you can see how much money and time you could be saving by not buying and smoking cigarettes.

Calculate Your Money Saved

by not buying cigarettes this week:

Number of packs you would have smoked this week:	<input type="text"/>	×	Cost per pack:	\$ <input type="text"/>
=		Amount of money saved this week: \$ <input type="text"/>		

How will you use the money you save by not buying cigarettes?

Calculate Your Time Saved

by not buying cigarettes this week:

Number of cigarettes you would've smoked today:	<input type="text"/>	×	5 minutes*	×	7 days
=		Number of minutes saved this week: <input type="text"/>			

How will you use the time you save by not buying cigarettes?

*Based on the average time it takes to smoke a cigarette.

© Pfizer Inc. Used with Permission.

23

24

AFTER YOUR QUIT DATE:

A WORD ABOUT WEIGHT

K

Step Away from the Scales

For many, weight gain is a common concern when quitting. But in this early stage of your quit, it's important to focus on the health benefits of quitting smoking, not your weight.

GIVE YOURSELF A BREAK. Try looking at the bigger picture. You're kicking one of the toughest addictions there is. You have to stay focused on that goal. And many people eventually start to lose the weight they may have gained as they adjust to being a nonsmoker.

The skinny on weight gain

According to the American Cancer Society (ACS), many smokers do gain some weight when they quit. The weight gain is on average 6-12 pounds. The US Surgeon General believes that the health benefits of quitting smoking are far greater than any risks from the small weight gain. So stick to your quit. When you're feeling confident about being a nonsmoker, then you can deal with any weight gain you may have.

Focus on Ways to Stay Healthy

Your goal right now is to quit smoking. So try not to start any strict diets at this time. Stressing about your weight can make it harder to quit.

For now:

- **Try to eat plenty of fruits and vegetables**
Blueberries are great and are full of antioxidants
- **Try to limit your fat intake**
Choose low-fat pretzel sticks, for example
- **Drink plenty of water**
8 cups of water a day is recommended
- **Get enough sleep**
6-8 hours a day is recommended
- **Get regular physical activity**
Walking can help reduce stress, burn calories, and tone muscles. Please be sure to consult your doctor before taking on a new physical activity.

© Pfizer Inc. Used with Permission.

25

26

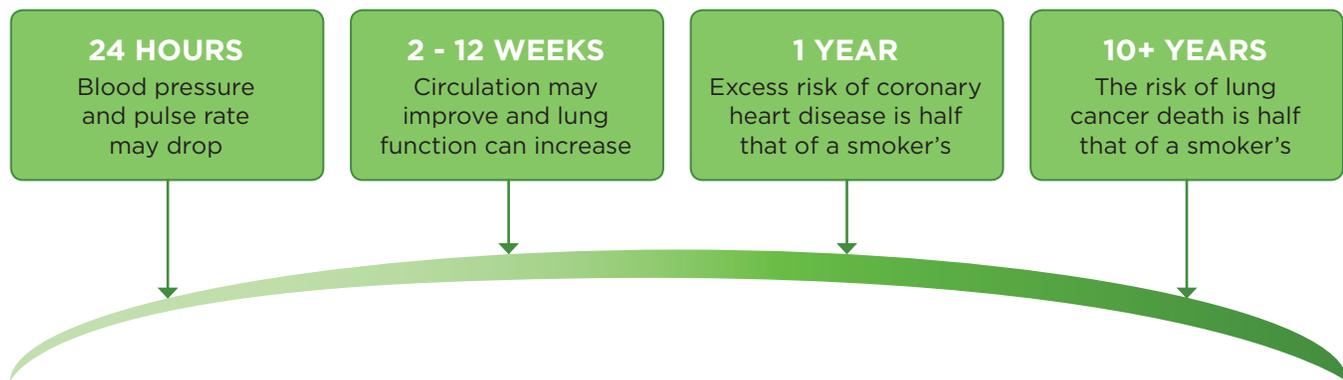
Understanding the Potential Benefits of Quitting



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:

- Your breath, hair, and clothes won't smell like smoke.
- You may experience an improved sense of taste and smell.
- 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 a plan to quit smoking and a prescription treatment option at www.riteaid.com/quit.