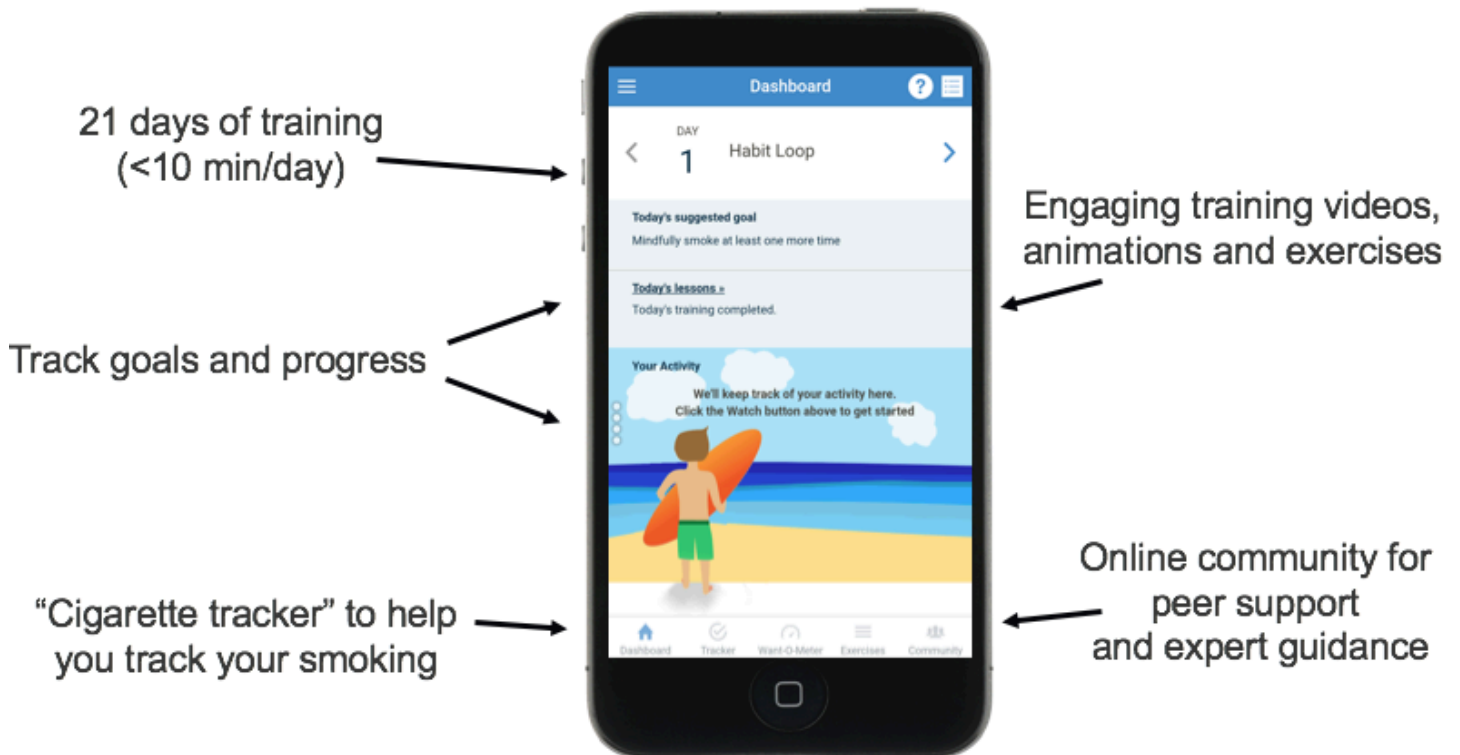


Craving to Quit[®]

Quit Smoking –Forever

Who: Craving to Quit was developed for anyone who wants to quit smoking. It can be used by itself or in combination with medication.

What: Craving to Quit is a sequential 21-day program, with short daily exercises, that will help you learn how to work with cravings right in the moments that they arise, and ultimately break the “habit-loop” cycle that keeps your smoking habit going.



Each day you will watch a short video (~10 minutes) that trains you how to tap into the very same process that keeps you hooked on cigarettes, learn in-the-moment exercises to ride out cravings, and much more, so that you can quit smoking, forever.

How: Download Craving to Quit from www.cravingtoquit.com. It works on iPhones and Android phones.

Ask your doctor to see if a *discount code* is available for you.

The Craving to Quit program was designed by Jud Brewer, MD, PhD, a renowned thought leader in the science of self-mastery. Dr. Brewer has 20 years of clinical and research experience at Brown University’s School of Public Health, Yale School of Medicine, and the Center of Mindfulness at the University of Massachusetts Medical School. His TED talks and lectures are popular worldwide. He has also developed programs for stress and emotional eating and anxiety, and is the author of *The Craving Mind: From Cigarettes to Smartphones to Love –Why We Get Hooked and How We Can Break Bad Habits* (Yale U. Press, 2017).