

Smoking Cessation Program



- About 25% of all American adults (46.3 million people) are smokers.
- Cigarette smoking is the leading cause of death and illness among Americans.
- Every year, roughly 430,000 Americans die from illnesses caused by tobacco use, accounting for one fifth of all deaths.



Give-Up Smoking Buy-A-Vacation

- Tobacco use costs the nation about \$100 billion each year in direct medical expense and lost productivity.
- A Pack-a-day costs you \$3,500 per year
- A Smoker costs your Health Insurance \$3,600 more, than a non-Smoker each year.

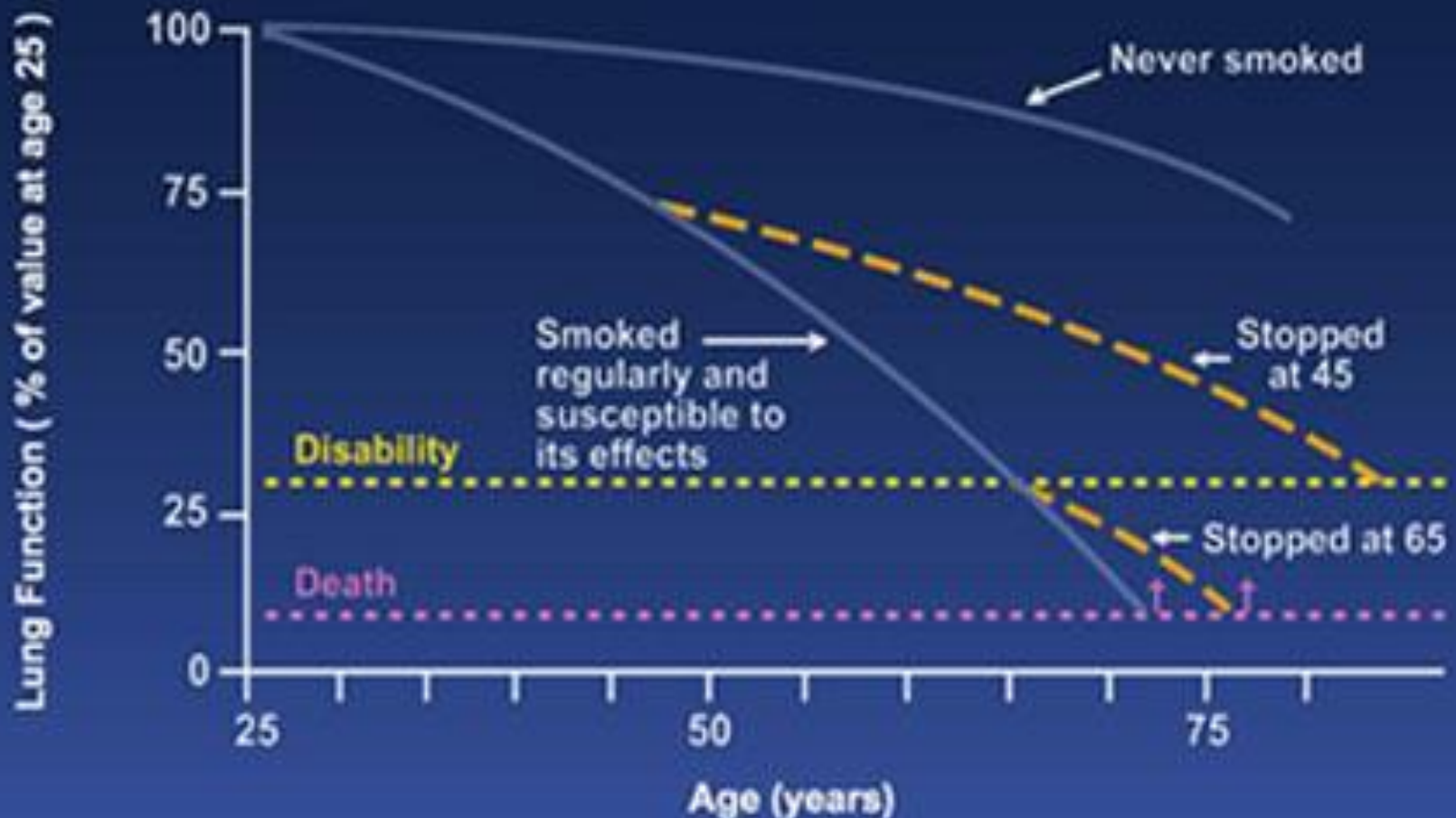


- Both lung cancer and emphysema would become quite rare if people would stop smoking.

Compared to a nonsmoker, a smoker faces these risks:

- 14 times greater risk of dying from cancer of the lung, throat, or mouth
- 4 times greater risk of dying from cancer of the esophagus
- 2 times greater risk of dying from a heart attack
- 2 times greater risk of dying from cancer of the bladder

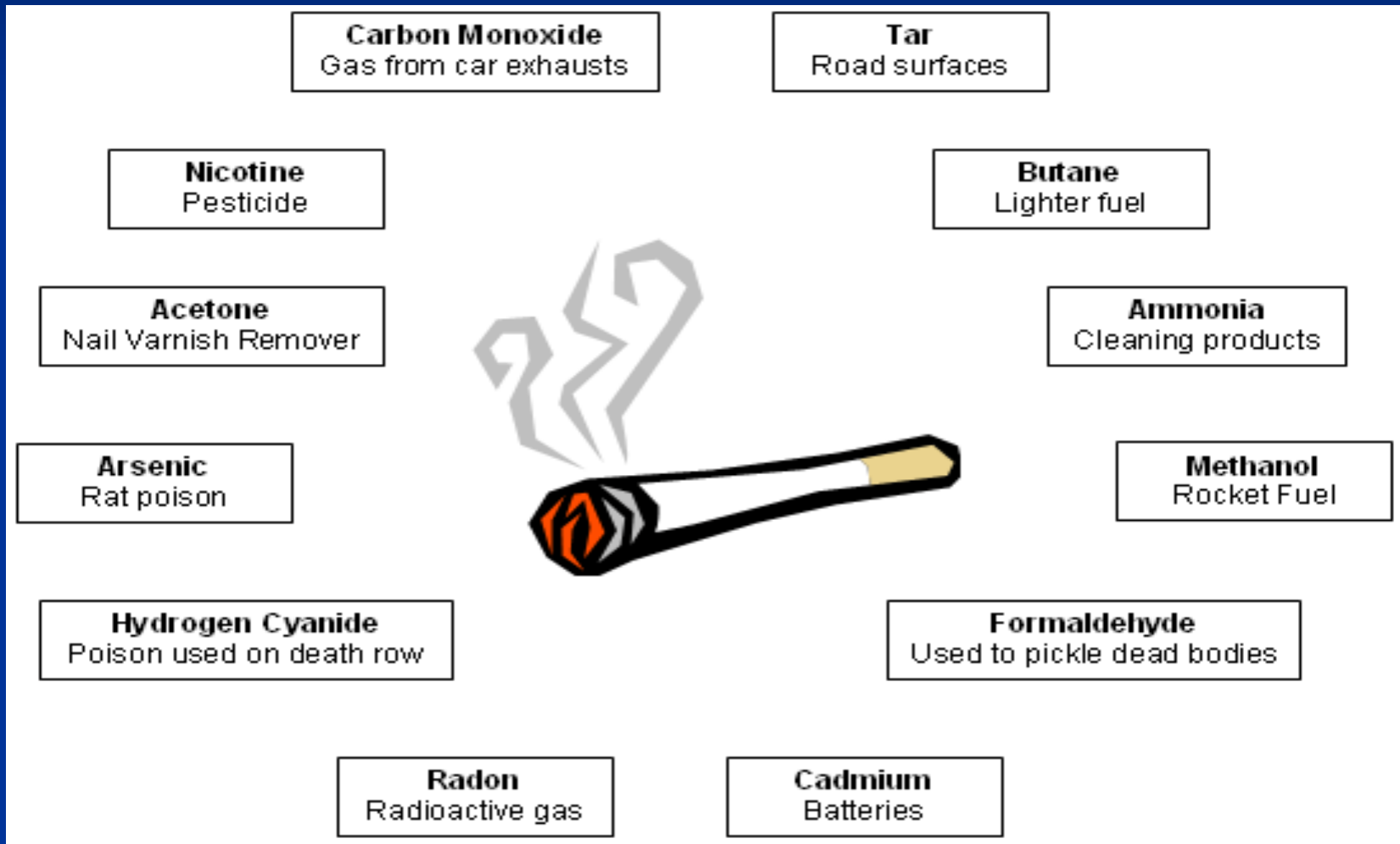
Smoking Cessation



Death, the underlying cause of which is irreversible chronic obstructive lung disease, whether the immediate cause of death is respiratory failure, pneumonia, cor pulmonale, or aggravation of other heart disease by respiratory insufficiency. Although this shows the rate of loss of lung function for one particular susceptible smoker, other susceptible smokers will have different rates of loss, thus reaching "disability" at different ages.

Adapted from Fletcher C, Peto R. *Br Med J* 1977; 1:1045-1046.

What's in a Cigarette?





The Good News...

- **Within 20 minutes:** Your blood pressure, pulse rate and the temperature of your hands and feet all return to normal.
- **Within 12 hours:** Your blood oxygen level will have increased to normal and the toxic carbon monoxide level drops to normal.
- **Within 48 hours:** Damaged nerve endings will have started to re-grow and your sense of taste and smell will return to normal.
- **Within 72 hours:** Your brain and body will test 100% nicotine-free and all but 10% of the remaining nicotine metabolites will have been passed out of your body. Symptoms withdrawal from nicotine will have peaked in intensity. Your bronchial tubes start to relax and your lung capacity begins to increase.
- **Within 10 to 14 days:** Your body adjusts to to function without nicotine and the more than 3,500 other toxic chemicals associated with tobacco.
- **Within 2 weeks to 3 months:** Your risk of having a heart attack has started to decrease and lung function will have significantly improved. Your circulation will also have substantially improved, walking and exercising will be significantly easier to perform and any chronic cough you may have had will subside.



The Good News...

- **Within 1 to 9 months:** Any smoking related sinus congestion, fatigue or shortness of breath will have significantly dissipated. The cilia in your lungs will have re-grown and you will have experienced an increased ability to handle mucus to keep your lungs clean and to reduce the risk of infection. Your overall energy will also have increased.
- **Within 1 year:** Your excess risk of coronary heart disease will have dropped to less than one-half that of a smoker.
- **Within 5 to 15 years:** Your risk of having a stroke will be reduced to that of a non-smoker.
- **Within 10 years:** Your risk of future death from lung cancer will have been cut to one-half (for a one-pack per day smoker) and your risk of cancer of the mouth, throat or esophagus will also be significantly reduced.
- **Within 15 years:** Your risk of coronary heart disease will have become equal to that of a person who has never smoked.



No. 1: Know Why You Want to Quit

- To be around to enjoy your children and grandchildren
- For your own health, you want to look and feel younger.
- Protect your family, your love ones, and your CHILDREN from exposing toxins to their body.
- Protect the environment.
- Save your hard earned money.





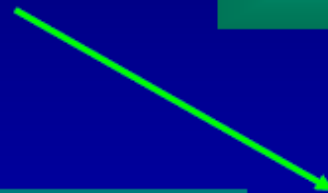
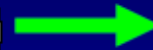
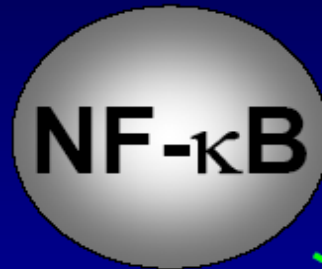
The Bad News

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- Cigarette smoking is the leading cause of death and illness among Americans.
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Working Model for Cigarette Smoke-Induced Damage



Cigarette smoke



Cardiovascular diseases:
Restenosis,
Atherosclerosis
Myocardial infarction

Chronic obstructive pulmonary diseases (COPD):
Chronic bronchitis & Emphysema

Tumorigenesis:
Lung, larynx, oral cavity,
pharynx, esophagus,
pancreas, kidney and bladder

Rheumatoid arthritis



Financial Costs of Smoking

- Tobacco use costs the nation about \$100 billion each year in direct medical expense and lost productivity.
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Minimize Withdrawal Symptoms



- **5 Acupuncture treatments** over first 21 days.
- **Herbal Supplements** twice everyday.
- **Manage Stress**, 20 minutes of **Guided Relaxation Relief** each day
- **Get a massage**, listening to relaxing music,
- **Yoga or Tai Chi**. If possible,
- **Avoid stressful situations.**

Clean-Out



- **Clean House**
- **Throw away** all of your ashtrays and lighters.
- **Wash any clothes** that smell like smoke and clean your carpets, draperies, and upholstery.
- **Use air fresheners** to help rid your home of that familiar scent. You don't want to see or smell anything that reminds you of smoking.

Where do habits come from?



- **Examine your emotions**
- It's very common to have a relapse. Examine the emotions and circumstances that lead to your relapse. Use it as an opportunity to reaffirm your commitment to quitting.



Exercise Helps

- **Get Moving**
- **Physical activity** can reduce nicotine cravings and ease some withdrawal symptoms. When you want to reach for a cigarette, put on your inline skates or jogging shoes instead. Even mild exercise is helpful, such as walking the dog or pulling weeds in the garden. The extra calories you burn will also ward off weight gain as you quit smoking.

■ Choose Your Reward

- In addition to the tremendous health benefits, one of the perks of giving up cigarettes is all the money you will save. Reward yourself by spending part of it on something fun.

Nutritional Support

- **Eat Fruits & Veggies**
- Don't try to diet while giving up cigarettes – too much deprivation is bound to backfire. Instead, focus on eating more fruits, vegetables, and low-fat dairy products. A Duke University study suggests these foods make cigarettes taste terrible. This gives you a leg up in fighting your cravings while providing disease-fighting nutrients.

- **Do It for Your Health!**

- There's more than the monetary reward to consider. Smoking cessation has immediate health benefits. It lowers your blood pressure and reduces your pulse after only 20 minutes. Within a day, oxygen and carbon monoxide levels in your blood return to normal, and risk of a heart attack decreases. Long-term benefits include a reduced risk for coronary heart disease, stroke, lung cancer, and other cancers.

Be the Biggest Quitter

- Be the healthiest roll model for your love ones.
- Be the smartest self care person
- Be the happiest

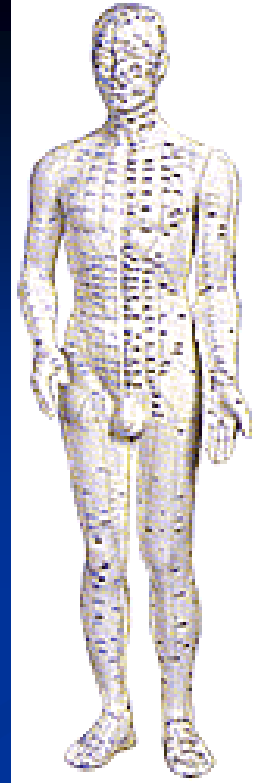
Acupuncture Smoking Cessation Program

To Minimize Withdrawal Symptoms:

- **5 Acupuncture treatments over first 21 days.**
- **Take your herbs twice everyday.**
- **Manage Stress, 20 minutes of Guided Relaxation Relief each day**
- **One reason people smoke is that the nicotine helps them relax. Once you quit, you'll need another way to cope with stress. Try getting regular massages, listening to relaxing music, or learning yoga or tai chi. If possible, avoid stressful situations during the first few weeks after you stop smoking.**



Acupuncture



- Acupuncture has been practiced for centuries in the Chinese culture.
- Acupuncture had been found to help people in Hong Kong stop smoking opium. One study found that people who had acupuncture when they were giving up opium had less pain and fewer withdrawal symptoms than people who didn't get the treatment.



Acupuncture and Herbal Medicine



- Acupuncture and Herbal Medicine treatment is natural therapy to calm your emotions, support your lung and immune system, and facilitate the detoxification of the body.
- Empower your will to kick the smoking habit.
- Decreasing craving by clearing heat toxicity and inflammation from your air-ways.



Acupuncture helps Smoking Withdrawal

- Studies demonstrate that smokers who are given acupuncture treatment have less desire to smoke and their smoking actually decreases after the treatment of acupuncture.
- It has been proved over and over again that people who receive acupuncture treatment are twice as likely to quit smoking than people who smoke.



Acupuncture and Modern Herbal Medicine



- Acupuncture and Herbal Medicine treatment is natural therapy to calm your emotions, support your lung and immune system, and facilitate the detoxification of the body.
- Empower your will to kick the smoking habit.
- Decreasing craving by clearing heat toxicity and inflammation from your air-ways.



Relaxation Technique

20 minutes a day for 5 weeks

- Stress is involved in over 80% of conditions treated at Doctor's offices.
- **Relaxation can improve how your body responds to stress by:**
- Slowing your heart rate, meaning less work for your heart
- Reducing blood pressure,
- Slowing your breathing rate,
- Reducing the need for oxygen,
- Increasing blood flow to the major muscles,
- Lessening muscle tension.

