

Take the day off.

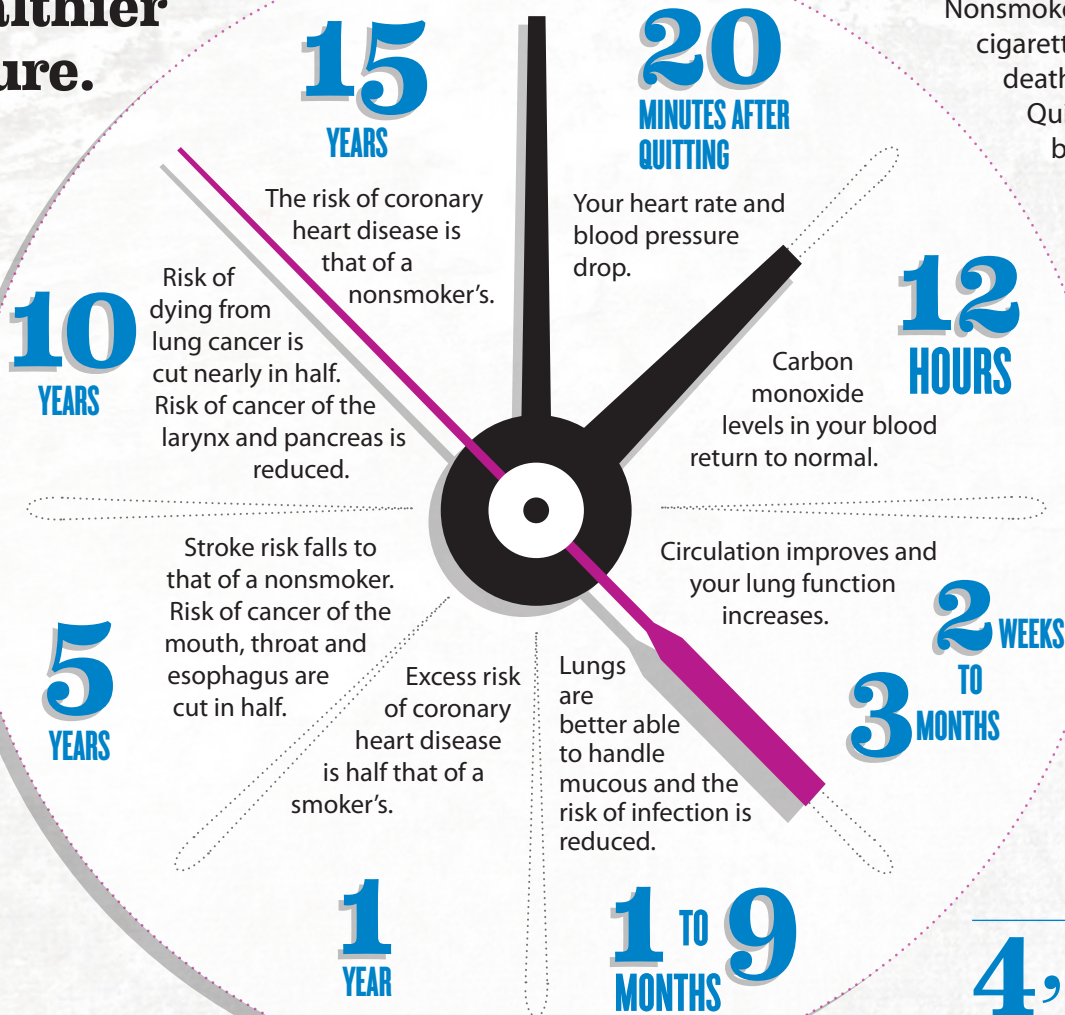
The entire nation is supporting all tobacco users to take the day off from smoking during the Great American Smokeout and kick the habit for good. We are too. Quitting is the best decision you can make for your health.

NOVEMBER

15

37th Annual Great American Smokeout

Breathe in a healthier future.



Live a longer life.

Nonsmokers live 13 to 14 years longer than smokers. With cigarette smoking being the leading cause of preventable death in the U.S., putting off quitting is not worth the risk. Quitting at any age can give back years of life that would be lost by continuing to smoke. *Start today.*

Avg. U.S. Smoker

Avg. U.S. Nonsmoker **+14 YEARS**

Help others live longer.

49,000

PEOPLE, ON AVERAGE, DIE EACH YEAR AS A RESULT OF SECOND-HAND SMOKE EXPOSURE.



What's in second-hand smoke?

4,000 CHEMICALS  **250 TOXIC** **50+ KNOWN TO CAUSE CANCER**

Save money.

\$8,040+
PER YEAR

Each year, smokers spend an average of \$1,500 on tobacco products, \$383 more on insurance premiums and \$4,260 on smoking-related healthcare. Add to that an average of \$1,897 in lost productivity, and that's a big incentive to quit.

Find it tough to quit? You're not alone.

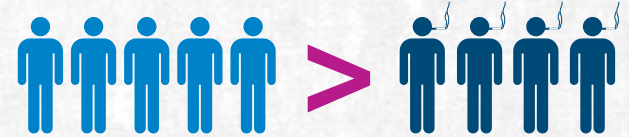
88% WISH THEY HAD NEVER STARTED SMOKING.

78% SAY THEY WOULD LIKE TO GIVE IT UP.

But people are finding a way.

More nonsmokers

Starting in 2002, the number of former smokers has exceeded the number of current smokers.



Less smoking

Only 1% of U.S. smokers say they smoke more than one pack of cigarettes per day—that's an all-time low.

One of those ways is QUITNET.

1.4 million
USERS IN OVER 160 COUNTRIES

\$4,941,972,036
SAVED BY QUITNET MEMBERS

409,641
YEARS OF LIFE SAVED BY QUITTING

QuitNet is the world's largest online community of individuals who have quit or are quitting tobacco. The program offers many helpful resources and support.

You can quit for a day. And quit for good.

Set the Great American Smokeout, November 15, as your quit date. Quit completely that day. And use as many tobacco cessation tools and resources as you can. The more you use them, the better chance you have for success. Learn more about how QuitNet can help.

QuitNet for POPULATIONS: email info@healthways.com | QuitNet for INDIVIDUAL USE: visit www.quitnet.com



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Sources: American Cancer Society; Centers for Disease Control and Prevention; California Environmental Protection Agency; DailyFinance; Penner M, Penner S., J. Occup Med. 1990; American Lung Association; Gallup



Scan the QR code using your smartphone to watch a YouTube video about the online QuitNet experience. (download QR Reader app first)