

# **8 Quit Smoking Secrets the Tobacco (and Pharmaceutical) Companies Don't Want You to Know!**



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Dear Future Non-Smoker,

First I want to say "CONGRATULATIONS!" for taking your first step in becoming smoke free - for life. Let me ask, when you began did you know that smoking was going to take over so much of your life? Of course not but it has! Now here you are - ready to act on your decision to quit smoking. As you already know, even though you really want to quit, it is a lot harder to stop than it was to start. That's why I'm giving you this information because I want you to do whatever it takes to give up the smoking habit for good!

I know how hard it can be to quit. Just like you I used to smoke cigarettes. I started smoking over 40 years ago. Since then I have lost friends who began smoking at the same time as I did to cancer, lung and heart diseases. Some of them died slow painful deaths. That's one of the biggest reasons I put this report together. So this doesn't have to be you. The reason I'm giving it to you is because I want you to do whatever it takes to be done with smoking for good and live a long and healthy life.

Before you go on I want you to know that you CAN become smoke free, quickly and easily. Read what Todd wrote me after he became smoke free *"Dear Wil, Thank you again for your help. No smoking since our one session. I have an urge to smoke but then I forget about the urge immediately. There is no persistent urge. I guess we programmed my brain... for life. Talk to you soon. Regards, Todd"*

Right now I want you to take a moment to congratulate yourself because taking this step this places you halfway to your goal. While the last half might be difficult and frustrating and time consuming, the key is to stay focused on your goal of becoming smoke free for life. So whenever the "helpful" people ask whether or not you've quit yet, you say, "Yes – I am becoming smoke free for life." Why word it that way? It's because it's better than saying, "I'm trying to quit." To say try about anything is like having your fingers crossed just in case it doesn't work out. That's why Yoda said, "Do or do not, there is no try."

Congratulations, you have taken the step needed in becoming a doer. You have started on your path to becoming smoke free. Now let's get on with this report!

Sincerely

*Wil Dieck*

Wil Dieck  
Founder, Total Mind Therapy

## **Secret #1: Nicotine is NOT the Most Addictive Substance in the World**

Depending on what form of smoking cessation you choose, you may have to go through withdrawal symptoms. Now if you listen to the propaganda released by tobacco companies this process is worse than withdrawing from heroin. It's been stated as "There is no substance more addictive than nicotine." This is an absolute falsehood!



The most common withdrawal symptoms that you can experience when you stop smoking include irritability, anxiety, headaches, inability to concentrate, increased hunger and, of course, a seemingly overwhelming craving for nicotine.

On the other hand a heroin addict experiences, diarrhea, nausea, vomiting, convulsions, tremors, panic, muscle cramps, shallow breathing, an increased heart rate, an elevated temperature and a sharp elevation in blood pressure. These physical withdrawal symptoms can result in depression and having suicidal tendencies. They can also cause arrhythmia, a stroke, a heart attack or even a coma.

Yes, quitting smoking can make you uncomfortable but the truth is that no matter who you are, there is no comparison between the addiction to nicotine and the addiction to heroin.

## **Secret # 2: When Looking at Methods to Quit You Need to Compare Apples with Apples**

When determining the effectiveness of any drug, or quit smoking procedure, scientists compare the results of a controlled test of the drug against the results of a controlled test of a placebo. A placebo is defined as "the effect of expecting drug in the absence of pharmacological actions of the drug". It is a substance (often a sugar pill) that is known to have no effect on whatever the drug is being tested on, in this case smoking. In this report we've compared the effectiveness of differing drugs when compared to a placebo.

### **Cold Turkey Facts**

Most experts agree that quitting cold turkey is one of the hardest methods to quit smoking there is. These experts also agree that only about 7 percent of smokers who attempt to quit this way actually stop smoking. Even though this number seems small, this is the baseline number that needs to be used when trying to figure out the effectiveness of any quit smoking program. Now we can compare apples with apples.



### **Secret # 3: The Relationship Between Nicotine Replacement Therapy (NRT) Products and Tobacco Companies**

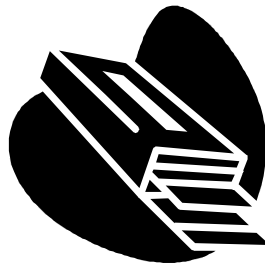
Did you know that some of the earliest manufactures of nicotine replacement products like gum, patches and lozenges were the tobacco companies? This meant that the same marketers that were creating the ads for cigarettes were creating the ads for nicotine replacement products. No wonder you heard advertisements that said, “There is no substance more addictive than nicotine.”

#### **The Patch**

Today, Nicoderm, Habitrol, Nicotrol, and Prostep all manufacture forms of the patch, which works by continuously passing nicotine (in low doses) through the skin and into the bloodstream. These patches are affixed to the skin, similar to how you would apply an adhesive bandage. The patch is used to help the body fight cravings for nicotine that are present after quitting that usually cause would-be quitters to return to their old habits.

#### **Chewing Gum**

Chewing gum is available as a generic product known as nicotine gum, as private-label products as well as under the brand name Nicorette. Nicotine gum is available in various strengths - from one to four milligrams. Theoretically you start using the higher strength of nicotine and then decrease the potency until you no longer need it. Nicotine gums, or lozenges give you a replacement for the oral gratification of smoking, which can help to curb the drive.



#### **Nicotine in Lip Balms or Lozenges**

You can also get nicotine in lip balms or lozenges. Lozenges are available as generics known as nicotine lozenges, as private-label products, and under the brand name Commit. One option, the nicotine lollipop, isn't available in the United States, since it was banned by the FDA.



#### **Nicotine Nasal Spray**

Nicotine nasal spray is available only by prescription. The spray delivers a powerful punch of nicotine rapidly into the bloodstream. Nicotine inhalers give some of the satisfaction of inhaling that's familiar from smoking.



## The Stats

In a study published in the *Journal of Consulting and Clinical Psychology* (2005, Vol. 73, No. 2, 350–353) the authors looked at the difference between smokers who believed they had received nicotine and those who believed they had received placebo. The report stated that in “over 100 trials of NRT with follow-up periods from 6 months to 1 year (Silagy, Lancaster, Stead, Mant, & Fowler, 2003) concluded that NRT helps about 7% of smokers who would not have quit had they used a similar approach without NRT.” So in other words about the same amount of smokers who quit going “cold turkey” quit using the patch.

Remember, seven percent of all smokers quit simply cold turkey, using nothing but willpower. Ten percent will quit using nicotine lozenges or nicotine gum. In statistics this means that there is little difference between using will power only and using the lozenges or gum.



## Problems with Nicotine Replacement Therapy

*Read what NRT manufacturers tell you that you need to keep in mind if you decide to use a nicotine replacement therapy:*

- You should stop using a nicotine replacement product and call your health care professional if you experience nausea, dizziness, weakness, vomiting, fast or irregular heartbeat, mouth problems with the lozenge or gum, or redness or swelling of the skin around the patch that does not go away.
- Don't use any other product containing nicotine (including cigarettes or tobacco of any form) while using a nicotine replacement product.
- Women who are pregnant or breast-feeding should use these products only with approval from their health care professional.

Talk to your health care professional before using a nicotine replacement therapy product if you have had any of the following:

- diabetes, heart disease, asthma, or stomach ulcers
- had a recent heart attack
- high blood pressure that is not controlled with medicine
- a history of irregular heartbeat
- been prescribed medication to help you quit smoking

If you take prescription medication for depression or asthma, let your health care professional know if you are quitting smoking; your prescription dose may need to be adjusted.

## Secret # 4: The Effect of Quit Smoking Prescription Medicines on Your Health

There are two medicines available in tablet form on a prescription-only basis that have FDA's approval to be used as smoking cessation products. They are Chantix (varenicline tartrate) and Zyban (bupropion).



Chantix (whose chemical name is varenicline) acts at sites in the brain affected by nicotine. It provides some effects to ease withdrawal symptoms from nicotine and blocks the effects of nicotine from cigarettes if users resume smoking.

Zyban has an interesting history. Smokers who happened to be users of the anti-depression medication Wellbutrin (bupropion hydrochloride) often reported a lessening in the desire for cigarettes. The manufacturer, GlaxoSmithKline, decided to do further testing and found the drug to be effective in helping smokers quit. GlaxoSmithKline then "repackaged" Wellbutrin and marketed it as the smoking-cessation drug Zyban. Zyban helps patients to abstain from smoking; however, the precise means by which it accomplishes this is unknown.



### The Stats

If Chantix is used as a stand-alone quitting aid without ongoing counseling or support, your chances of quitting smoking for one year are probably less than 1 in 11 or about 9% - the same as cold turkey. But when accompanied by 24 to 25 weekly counseling or support sessions of up to 10 minutes each your chances could rise to 1 in 5 (20%) or even 1 in 4 (25%).

Zyban has been shown to be approximately twice as effective as placebo at three months and approximately 1.5 times as effective as placebo at 1-year. Most studies show success rates of about 30% at 3 months and about 15% at 1-year.



## Problems with Chantix and Zyban

In July 2009, FDA required both products to carry a boxed warning on their labeling for health care professionals. These cited serious risks including changes in behavior, depressed mood, hostility, and suicidal thoughts or actions for users taking these drugs.

The medication guide for both Chantix and Zyban states that the product is not recommended for people under 18 years of age.

The most common side effects of Chantix include nausea; constipation; gas; vomiting; and trouble sleeping or vivid, unusual, or strange dreams. The most serious side effects are convulsive fits, which affect approximately 1 person in 1000.

In addition to the warnings about changes in behavior, depressed mood, hostility, and suicidal thoughts or actions when taking this drug, the patient medication guide for Chantix cites other adverse affects and risks—including allergic reactions, serious skin reactions, and trouble driving or operating heavy machinery.

According to a July 6, 2011 ISMP email, through the 3rd quarter of 2010 the FDA had received a total of 36,342 U.S. reports of adverse events among varenicline users. Among them were "272 cases of completed suicide, 323 cases of suicide attempt and 63 cases described as suicidal behavior." ISMP noted previously identifying 408 cases of violence, which were defined as homicide, assault, physical abuse, violence-related symptom and homicidal ideation.

The most commonly observed adverse events consistently associated with the use of Zyban are dry mouth and insomnia. In addition to warnings about the risks of serious psychiatric problems, the medication guide for Zyban cites other adverse events and risks related to this product, including seizures, high blood pressure, and allergic reactions.

Since Zyban contains the same active ingredient as the antidepressant Wellbutrin, users and potential users are urged to talk to their health care professional about risks and benefits of treatment with antidepressant medicines.

**Remember:** If you decide to take these drugs to help you quit smoking, stop taking either of them and call your health care professional right away if you notice any of these symptoms, or develop other symptoms included in the medication guide for patients for these drugs.



### **Secret #5: Medicine from China - Acupuncture**

Acupuncture and acupressure are usually associated with medical conditions – particularly, pain management. Some people have found that these therapies are also very useful for smoking cessation.

Acupuncture originated from Chinese medicine and has been used for over 3,000 years. It works by balancing the “chi” or energy within the body. The tiny needles used aren’t painful, yet they act to reduce the body’s craving for nicotine.

For some people, the desire to smoke disappears in a few days after the first treatment. Acupressure is similar as far as seeking to re-balance the body - only it’s done with massage-like pressure rather than needles.

### **The Stats**

While there is at least one study showing modest success in using acupuncture to treat smoking, the evidence, in our modern world of evidence-based medicine, is limited. The upside is, unlike prescription medicines, there are no inherent problems with acupuncture. Experts agree that there is no reason not to try acupuncture to stop smoking, but your chances of quitting are best if acupuncture is part of a broader treatment program that includes therapy.





## Secret #6: Space Age Help - Laser Therapy

Laser therapy blends the high technology of lasers with the centuries-old techniques of acupuncture. In place of the acupuncture needles, a low-power laser beam is used. Just as acupuncturists target the earlobes as a significant pressure point to curb cravings, the laser pulse is also aimed at the earlobes. There's no pain or burning. It

feels warm, like sitting under a light bulb.

After treatment, you feel relaxed and refreshed. What actually happens is a release of endorphins - the body's feel good hormone - which creates a sense of well being that's more satisfying than nicotine. Like acupuncture laser therapy has no known side effects.

## The Stats

There's limited research showing that laser therapy might help some smokers quit. Innovative Laser Therapy cites one study, a 2008 paper published in the Journal of Chinese Medicine, available on their site at [link.reuters.com/pus95p](http://link.reuters.com/pus95p). A UK-based team found that smokers that had four laser treatments over two weeks were more likely to quit than smokers that had three treatments. Those in the three treatment group, in turn, had better success rates than a control group that was given fake laser treatments.



After 6 months, 55 percent of the four-treatment group was smoke-free, compared to 19 percent of the three-treatment group and 6 percent of those who were treated with fake lasers. The authors weren't able to follow most of the 340 participants for more than 6 months after treatment, so they don't know if those who stopped smoking started up again, or if they really quit for good.



## Secret #7: Aversion Therapies

Another way to curb interest in smoking is with an aversion approach. When the urge hits, dip the tip of your tongue in salt. Aversion therapy is when you learn to associate the habit of smoking with something unpleasant.

Salt is one way to do it, but there are other aversion therapies you can use, such as popping a rubber band on your wrist whenever you get the urge to take a puff. The minor pain inflicted will help your subconscious link smoking to something unpleasant.

Aversion therapy is becoming less and less used to quit smoking, simply because it isn't a pleasant experience. It does help people quit smoking, but people have many other options that work just as well. Aversion therapy attacks psychological problems, long term smoking develop a psychological attraction to cigarettes. Smoking or chewing gives a sense of satisfaction, and is looked forward to. Aversion therapy makes smokers associate smoking with a negative experience causing them to quit smoking.

## The Stats

While there are no readily available statistics for aversion therapies but they seem to work as well as a placebo.



## Problems with Aversion Therapies

According to some sources, aversion therapy that was conducted by unlicensed clinics caused death of several patients. Before you sign on for aversion therapy, check to make sure that you are in a licensed and insured clinic.

## Secret #8: Hypnosis



Hypnosis has long been a highly effective method for smoking cessation. It is one of the most urban mythologized and yet most powerful therapeutic tools in use today. It was first recognized as a potent life changing therapy by the American Medical Association in 1958. *Hypnosis is so effective that many hospitals and medical centers sponsor Smoking Cessation with Hypnosis programs.*

*“Hypnosis is the most effective way of giving up smoking, according to the largest ever scientific comparison of ways of breaking the habit.” – New Scientist, October 1992*

The secret of hypnosis is that although no one can make you do anything you don't want to do, if you really do want to stop smoking, you can. In fact, hypnosis has worked for thousands of people in just one or two sessions.

## NLP

Compared to hypnosis, NLP is a fairly new technology. Created by Richard Bandler and John Grinder in the mid 1970's NLP is a cutting edge methodology that helps you quickly change the way your mind processes things. Since most of your behaviors, like smoking, happen automatically, NLP can help you think about your smoking habit differently. This technology helps give you better alternatives that are easy to use and that you can put to use right away.

Now when you apply a cutting edge technology like NLP to the world's best hypnosis techniques you have a method that can quickly and easily free you from that old unwanted smoking habit – for life! This method is known as **Total Mind Therapy**®, a powerful combination of the transformational technologies hypnosis and NLP.

## Habits and Your Subconscious Mind

Almost any psychology teacher will tell you that your subconscious mind controls your habits. For example when you brush your teeth you don't think about how to brush them you just do it. When you tie your shoes you don't say “loop the loop” like you did when you first learned to tie your shoes, you just tie them. When you drive you get into your car, take off and then arrive at your destination, sometimes without even remembering your drive.

*The problem with habits is that some of them, like smoking, are not empowering.* That's how **Total Mind Therapy**® can help you, by addressing your negative unconscious habit of smoking cigarettes at the subconscious level.

Once your subconscious mind is *freed from triggers caused by false beliefs* then it's much easier for the subconscious mind to support the conscious goal to quit smoking. These false beliefs include believing that smoking is necessary to reduce stress, is an integral part of socializing or is pleasurable because of the nicotine rush. There are no known side effects of hypnosis or NLP.

## The Stats

Hypnosis has been scientifically studied for its usefulness for many years. Let's take a look at the results of some of those studies.



**90.6% Success Rate for Smoking Cessation Using Hypnosis** - Of 43 consecutive patients undergoing this treatment protocol, 39 reported remaining abstinent from tobacco use at follow-up (6 months to 3 years post-treatment). This represents a 90.6% success rate using hypnosis. – Source: University of Washington School of Medicine, Depts. of Anesthesiology and Rehabilitation Medicine, Int J Clin Exp Hypn. 2001 Jul;49(3):257-66. Barber J.

**87% Reported Abstinence From Tobacco Use With Hypnosis** - A field study of 93 male and 93 female CMHC outpatients examined the facilitation of smoking cessation by using hypnosis. At 3-month follow-up, 86% of the men and 87% of the women reported continued abstinence from the use of tobacco using hypnosis. – Source: Performance by gender in a stop-smoking program combining hypnosis and aversion. Johnson DL, Karkut RT. Adkar Associates, Inc., Bloomington, Indiana. Psychol Rep. 1994 Oct;75(2):851-7. PMID: 7862796 [PubMed - indexed for MEDLINE]


**81% Reported They Had Stopped Smoking After Hypnosis** - Thirty smokers enrolled in an HMO were referred by their primary physician for treatment. Twenty-one patients returned after an initial consultation and received hypnosis for smoking cessation. At the end of treatment, 81% of those patients reported that they had stopped smoking, and 48% reported abstinence at 12 months post-treatment. – Source - Texas A&M University, System Health Science Center, College of Medicine, College Station, TX USA. Int J Clin Exp Hypn. 2004 Jan;52(1):73-81. Clinical hypnosis for smoking cessation: preliminary results of a three-session intervention. Elkins GR, Rajab MH.

**Hypnosis Patients Twice As Likely To Remain Smoke-Free After Two Years** - Study of 71 smokers showed that after a two-year follow up, patients that quit with hypnosis were twice as likely to remain smoke-free than those who quit on their own. – Source - Guided health imagery for smoking cessation and long-term abstinence. Wynd, CA. Journal of Nursing Scholarship, 2005; 37:3, pages 245-250.

## Just Think of the Money You'll Save!

Let's make the math easy and say a pack of cigarettes costs \$5.00. Let's say you smoke a pack a day. That cost per week is \$35 or \$150 a month. But that doesn't compare with what you'll spend over your lifetime.

For sake of argument, and to make the math easy, let's also say you start smoking at age 20. Check out how much you'll spend (at 3% interest):



Age 21 - \$1,875
Age 25 - \$9,655
Age 30 - \$20,690
Age 40 - \$45,688
Age 50 - \$104,341

So by the time that 20 year-old is 50 years old, they will have spent over \$100,000 on cigarettes! Imagine what luxuries that could bring to your life if the money went into a savings account that accumulated interest instead of into the pockets of the tobacco companies in a puff of smoke.

*"I should have done it years ago... It's amazing I didn't even want cigarettes any more."* - **Matt Damon describing his hypnosis experience to Jay Leno - The Tonight Show, December 2004**



### It's Time to Take Back Your Life!

Since you've got this far, this means you are serious about your decision to quit. I assure you that this is a decision you'll never regret!

### Take The Action That You Need!

Can this system work for you? **Can you quit smoking and stay smoke free for life?** The answer is **"Yes - you can"**. This system was designed to help people, just like you, deal with issues that, in the past, would have had them reaching for a cigarette, in a healthy manner. Using **Total Mind Therapy**® you can stop smoking and stay smoke free – for life.



“Hi Wil,

*Thank you again for giving me a new identity as a nonsmoker. I am so glad I invested the time and money to show up to your office and begin a new life of health and happiness. It worked!!! I am still really amazed. I have experienced no discomfort and no cravings... I am happy to be a positive example for others.”- Alexis Price*

If you are serious about quitting and staying smoke free – **Call (800) 989-6570** today! After you call you will be scheduled for a no charge, risk free personalized phone assessment. If we determine **Total Mind Therapy**® is the right method for you then it will be made available to you at a special, discounted price. (All appointments are subject to availability)

### **Guarantee**

*What makes my product unique is that I have an iron clad guarantee. My program guarantees that you will quit smoking or you can continue to come to me for as long as it takes for you to be successful, all for a low, one-time investment. Also, if you start smoking up to one year after I help you stop, you can come back for a refresher session at no additional charge.*



If you have other questions send them to: [info@TotalMindTherapy.com](mailto:info@TotalMindTherapy.com).  
In the header put “**Question About Becoming Smoke Free**” and your e-mail will go to the top of the list.

**Don't Delay, Call (800) 989-6570 Today!**