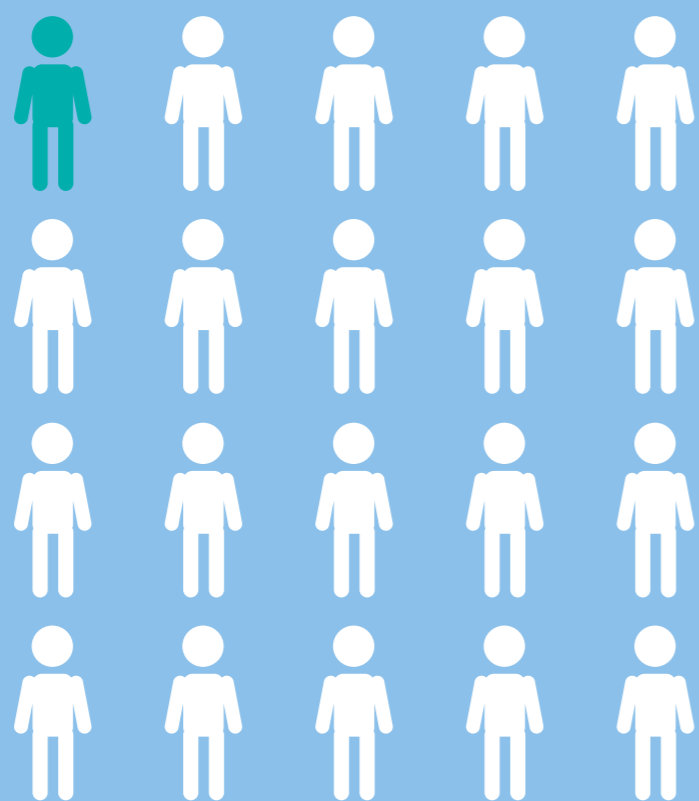


Cold Turkey vs. Quitting with Help

People who get help are
7X MORE
LIKELY TO QUIT
than people who quit cold turkey.

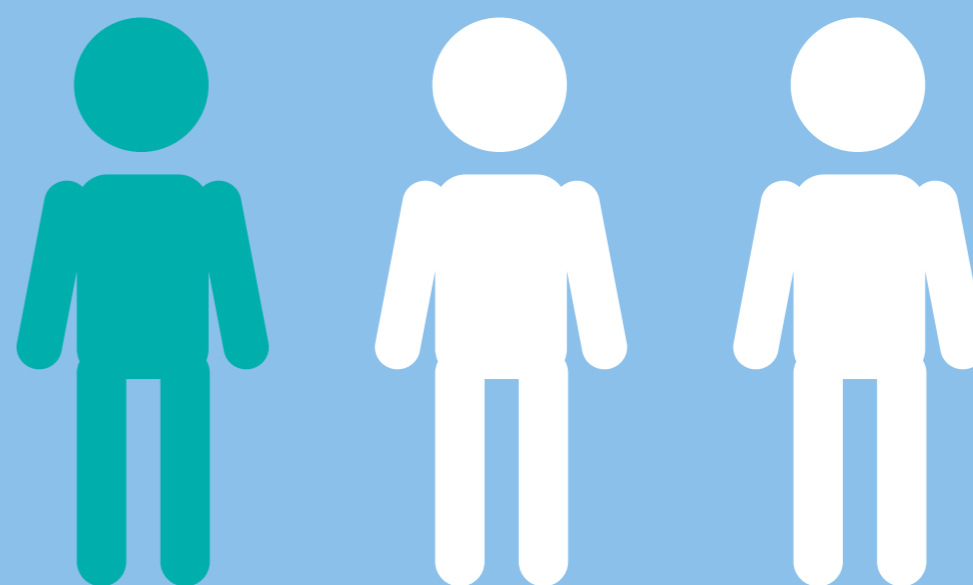


vs.



**QUITTING
COLD TURKEY,**

**ABOUT 1/20 PEOPLE
ARE SUCCESSFUL.**



**WITH HELP
FROM THE QUITLINE,**

**NEARLY 1 IN 3 PEOPLE
QUIT SUCCESSFULLY.**