



## TEN TIPS FOR CUTTING BACK YOUR SMOKES

Thrive® Gums and Lozenges are proven to help smokers quit or cut back. To give yourself the best chance of staying smoke-free, take advantage of 10 healthy, habit-breaking techniques that have worked for others.

### **1 Reward yourself**

Use the money you would spend on cigarettes for a new outfit, a meal with friends or tickets to see your favourite band. It'll give you something to look forward to when temptation strikes.

### **2 Spot the triggers**

A smoke in one hand, a cup of coffee or pint in the other. Sound familiar? Find the things that prompt you to smoke, and avoid them or find substitutes. You can always be ready to stop triggers with Thrive® Gums and Lozenges.

### **3 Stay positive**

It's easy to constantly think about smoking when you're trying to quit or reduce. When you feel really tempted, think about something else—a nice memory from the past or friends you're going to see in the future.

### **4 Eat sensibly**

Cigarette cravings can feel just like food cravings, so you may be tempted to reach for junk food when you cut back. If you're yearning for a snack, look for healthier choices like fresh fruit or vegetables. They'll help you beat your craving by filling you up with vitamins instead of the fat and calories in junk food.

### **5 Exercise**

A walk, run or trip to the gym will help you shed some of the stress that comes with quitting. Get active when a craving comes on to immediately shed some of the withdrawal symptoms.

### **6 Distract yourself**

Get up, go for a walk, brush your teeth, play a game on your computer or mobile, do whatever it takes to not think about smoking.

### **7 Reach out for support**

Let your family, friends, coworkers...everyone know you're trying to cut back. They'll give you the encouragement you need to stay smoke free.



**8 Don't stress**

The relaxed feeling a cigarette brings may be one reason you smoke. Do your best to avoid stressful situations, especially in your first weeks of reducing.

**9 Make a plan and stick to it**

Write down why you want to cutback and set reduction goals, whether it be quitting all together or just reducing the number of cigarettes smoked per day or week.

**10 Don't go it alone**

Cutting back with a friend will give you someone to vent to when you need support, plus you'll have an understanding partner.