

Stop for Good Service

If you are ready to stop smoking, or even if you are just thinking about it, join the Stop for Good Service at your local Boots Pharmacy.

Our Stop for Good Advisors are fully trained to provide you with the support you need to stop smoking.

Make an appointment today at the pharmacy or healthcare counter in your local Boots Pharmacy.

You will be given Step 2 of the Stop for Good pack which you can read at home before your first appointment.

At your first appointment your Stop for Good Advisor will:

- Talk to you about your smoking habits
- Help you to decide if you are ready to stop smoking (if you have not already decided)

If you are ready to stop smoking, your advisor will:

- Suggest ideas that might help you to stop smoking
- Develop a plan especially for you
- Provide regular, one-to-one support over the next three months
- Help you to achieve your goal



Let your
Boots Pharmacy
Team help you
**stop
for good**

For further advice, our fully trained staff are on hand in store to help. Alternatively, contact our customer service helpline on 1 890 708091 (local rate, calls may be recorded for training purposes) between the hours of 8am and 6pm Monday to Friday and 9am and 4pm on Saturday.

All details are correct at time of going to print – December 2010.

Boots Retail Ireland Limited
Parkwest Business Park,
Dublin 12

97-51-653 64883/01



For a full list of Boots stores in Ireland, visit www.boots.ie

Stop for good

Helping you stop smoking

step
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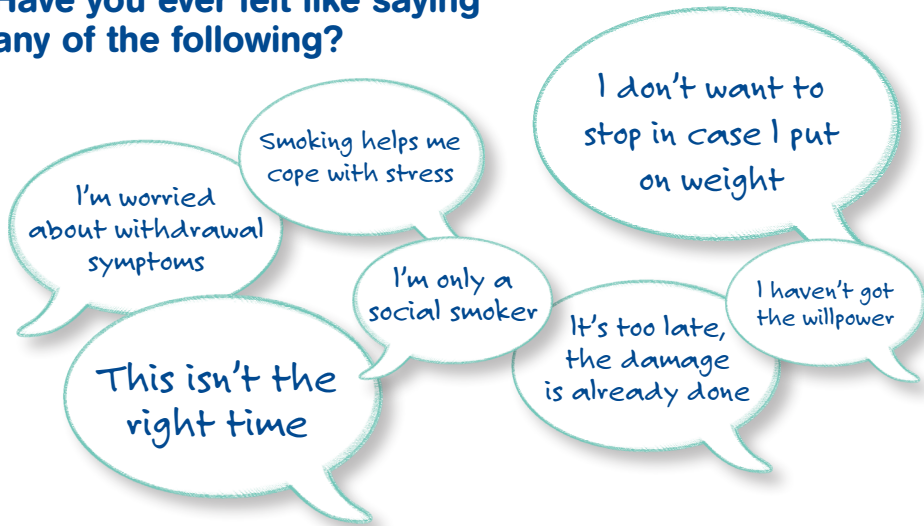


feel good

What's stopping you?

Most smokers think about stopping smoking but very few actually do! Sometimes it's easier to think of reasons to keep smoking than to stop. The Boots Pharmacy Team can offer free, one-to-one support to help you overcome these hurdles and stop smoking. It doesn't matter whether this is your first attempt to stop smoking or if you have tried before. Talk to us and find out how we can help you.

Have you ever felt like saying any of the following?



Benefits of Stopping for Good

You will look and feel better

- Better sense of taste and smell
- Brighter, glowing skin
- Increased energy
- More money in your pocket
- Fresher home and clothes
- Fresher breath

The risk of cot-death is increased for babies who live in houses with smokers.

Your health will benefit as soon as you stop smoking. The great news is that if you decide to stop smoking, the positive effects will start almost as soon as you stop smoking:

Within 1 day your risk of heart attack begins to fall

Within 2 days you have a better sense of taste and smell and your energy levels increase

Within 3 days you feel fitter and are less breathless

Within 3-9 months your risk of lung cancer falls

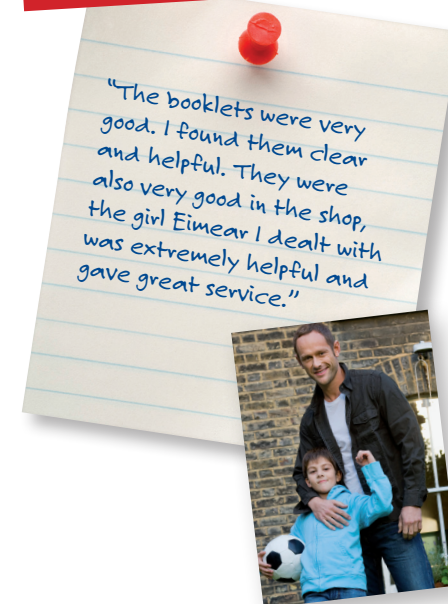
After 1 year your risk of sudden death from a heart attack is almost cut in half

Imagine how much better you will feel when you stop for good.

Your health will benefit too!

- Increased life expectancy
- Reduced risk of heart disease
- Reduced risk of cancer
- Reduced risk of lung disease
- Healthier gums
- Improved circulation – making hands and feet feel warmer
- Immune system works better – resulting in fewer coughs and colds
- Women are less likely to have miscarriages
- Both men and women are less likely to have fertility problems

How it helped me



If you would like to know more about the risks of smoking or the benefits of stopping, talk to your Boots Pharmacy Team about our **Stop for Good Service**.

If you would like to understand the effect that smoking has on your heart, ask about our **Boots Healthy Heart Service**.

did you know?
...a non-smoker living with a smoker has a 25% increased risk of lung cancer and
30%
increased risk of heart disease.

What are your options?

Despite all the benefits to be gained from stopping smoking, many people are just not ready to stop. No-one should force you to stop smoking. Only you can decide! Think about the following options and decide which best suits you.

You have decided that you are not ready to stop smoking yet

Don't worry! We are not going to try to persuade you to stop! If you don't feel ready yet, that's ok. Maybe you will think about it again some time in the future. If you do, know that the Boots Pharmacy Team is here to help when the time is right for you.

You are thinking about stopping smoking but you are not sure if now is the right time

That's ok! You should not rush your decision to stop smoking. You are more likely to be successful if you wait until you feel ready. Talk to a member of the Boots Pharmacy Team about joining the **Stop for Good Service** if you think you might like to stop smoking sometime in the future. We can help you think about what would make it easier for you to take this step. Don't worry, we won't be pushing you into anything you are not ready for – it's up to you!

You have decided that it is time to stop smoking

Congratulations on taking this important first step. Talk to a member of the Boots Pharmacy Team about taking part in the **Stop for Good Service**. We will offer you free, expert advice and support that will help you to be successful.