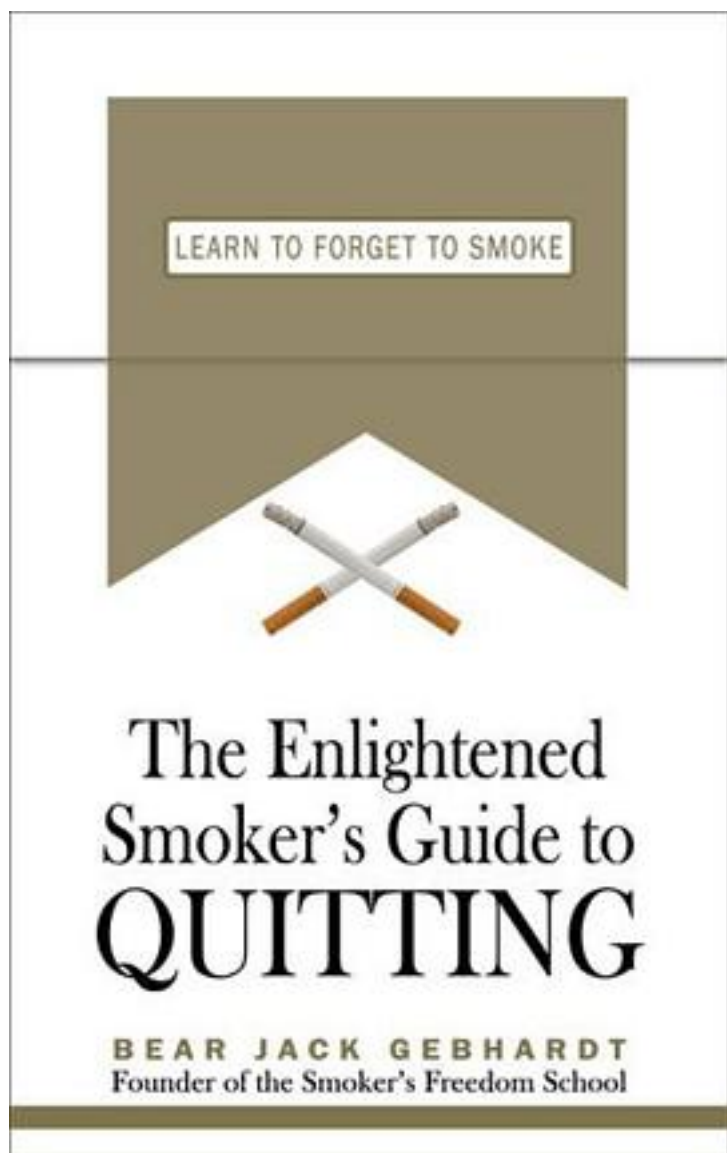


The Enlightened Smoker's Guide to Quitting



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This revolutionary approach to smoking cessation is based on the premise that a smoker is more likely to kick the habit if he feels good about himself. When a smoker understands why he commenced smoking, and why smoking no longer delivers the same sense of pleasure and satisfaction it used to, the process of quitting begins. A state of mind called "pleasurable forgetfulness" makes the smoker less interested in smoking while absorbed in other activities. This proven but unorthodox method does not foster the shame and guilt so prevalent in other programs and succeeds where more traditional approaches have failed, producing smoke-free success for thousands of former smokers.

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