
QUIT SMOKING FOREVER

A SHOCKING STORY





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Introduction

Your Future Is Smoke Free

Giving up smoking is the easiest thing in the world. I know because I've done it thousands of times." -Mark Twain

Meed Bud

Bud was a smoker for almost three years. He wanted to quit because smoking made him miserable: it was causing anxiety, and he felt physically sick from smoking. But because nicotine changes the way your brain operates, he couldn't stop.

Like so many others before him, Bud tried to quit again and again, but it didn't happen. Dozens of attempts at quitting cold turkey failed, as did both the patch and gum. He continued to smoke 1-2 packs a day for a couple of years.

"Smoking left me feeling anxious, sick, and with a terrible cough, but I just couldn't stop."

The Facts

Here's the truth: all addictions are difficult to break. We tell ourselves that starting today it's never happening again, we struggle, we rebound, and we give up. It's a vicious cycle, and it is especially tough for smokers. Quitting smoking is no easy task, and the tobacco companies designed it that way. Nicotine is pretty much the most addictive chemical substances that you can buy legally.

According to the CDC, tobacco smoke contains a deadly mix of more than 7,000 chemicals; hundreds are harmful, and about 70 of them can cause cancer. From the moment you start, smoking increases the risk for serious health problems, diseases, and even death. Beyond our physical well-being smoking can also affect the way we perceive things mentally. Smokers are 70% more likely to suffer from anxiety and depression.

It's no secret that smoking is horrible for your health. What does seem to be a "secret" though is finding a way to quit and stay cigarette free. People trying to quit smoking cold turkey

succeed only 5% of the time, and even though the patch or gum gives you a 50% better chance, that still only equates to 7.5% success.

Like other habits, you might be able to quit by resisting the urge to smoke.

But unlike other habits, both your brain and your body become dependent on nicotine.

In a way, you are being set up to fail. You are trying to ignore your cravings, but you're faced with mental and physical withdrawal.

By getting started with this book, you have already made an important first step. If you are ready to stop smoking, what can you do next?

Later you will read how Bud was able to finally quit smoking, but first, let's cover what you will also learn from this book.

This book is divided into two sections and will outline everything you need to know about how to quit smoking.

Section one will discuss the biology of smoking. It will describe what keeps you in the routine, and how it can turn into a powerful addiction.

Section two will break down the steps of eliminating your smoking habit. You'll get guidance on the fundamentals of ending any habit and the breakthrough technique Bud used to finally quit smoking for good.

Read on to find out how you can take back control and live smoke-free for the rest of your life.

SECTION ONE

In this section, we discuss:

- ⚡ The act of smoking
- ⚡ The biology of smoking
- ⚡ How smoking becomes a habit
- ⚡ The reasons you can't quit

The Act of Smoking

Why do people start smoking?

In some cases, it's about the urge to feel calm. Sometimes, it's about wanting to feel energized.

In others, smoking is just something to do. Whether you are anxious, stressed or bored, smoking can make you feel occupied. This might be similar to biting your nails, using a stress ball, or chewing a piece of gum.

If you've been smoking for a long time, you might even come to dislike the way it can change your appearance. You also might feel insecure about the odor, or uncomfortable with having to step outside to smoke.

Not to mention the way it affects you physically. Being unable to prevent yourself from smoking can create challenges across many areas of life.

Finally, while you might be able to recall some of the reasons why this habit started, they may not be the same now. Some of us began smoking at a young age when we couldn't deal with nervousness in any other way, and despite coming to know better, we cannot get out of the loop.

How to tell when you are addicted to nicotine:

- 🚫 You rarely go more than a few hours without smoking.
- 🚫 You've tried in the past to stop.
- 🚫 You're bothered by symptoms of withdrawal.
- 🚫 You want to stop, but don't know how to start.



The Biology of Smoking

There are biological explanations for why we begin smoking.

Nicotine is the second most popular drug worldwide (caffeine being the first). Part of this is due to its unique effects on concentration and memory enhancement.

It causes an influx of acetylcholine, a key neurotransmitter in long-term memory formation, concentration, and alertness. It also increases the bioavailability of norepinephrine, commonly known as the “fight or flight” neurotransmitter. This compounds its positive effects on alertness.

As blood concentration levels of nicotine increase, dopamine is also released in the brain; this parallels the effects of

psychostimulants like amphetamine (Adderall) and methamphetamine to enhance concentration further. It also reflects rates of dependency associated with drugs in this category, as dopamine activates the reward system of the brain, known as the mesolimbic pathway.

By inducing the release of dopamine and serotonin, nicotine functions as an antidepressant. At higher doses, nicotine also stimulates endogenous opioid receptors in the brain, which work with serotonin to reduce pain and produce a calming sense of well-being.



How Smoking Becomes a Habit

There are psychological explanations for why we begin smoking.

Through repetition, almost any behavior can turn into a routine. When we smoke consistently, this action develops into a pattern that programs the survival-oriented parts of the brain.

Then, when we encounter a cue -- like anxiety, stress, or boredom, the brain can trigger a craving to perform an action it believes will make us feel better.

The more often we smoke, the more we teach our brains that smoking is an appropriate way to respond to the cue. If you've reached the point where you find yourself smoking on a daily basis, the brain is now reinforcing this bad habit for you.



Why it's so Hard to Stop

You do have the option of resisting the temptation to smoke. But, this requires a lot of willpower. Even after nicotine leaves your system, you are still faced with psychological withdrawal.

That could take a while to overcome! And, if you've tried in the past, you already know that it only takes one weak moment for your brain to relapse and you'll need to start all over again.

So, what makes smoking so difficult to stop?

In a way, it could be as simple as a distraction. When we're feeling tired, a little down, or even if we're completely fine, having a learned behavior like smoking offers the brain some stimulation.

Addictive qualities

Upon reaching the brain, nicotine stimulates the release of several different neurotransmitters within seconds. This sudden stimulation across all neurological systems is called global activation. It heightens its risk of addiction.

By rapidly influencing these neurotransmitter concentrations, tobacco quickly changes a smoker's pattern of normal cognitive functioning. Nicotine at any given time can function as a stimulant, antidepressant, painkiller, and sedative. For these reasons, it comes as no surprise that 44.3% of cigarettes are smoked by individuals suffering from one or more mental



illnesses. These people are mostly using cigarettes to self-medicate.

When we don't have enough serotonin -- or, if we've become desensitized to it -- we can feel compulsive urges to perform actions that will bring us more.

Lots of things can increase serotonin levels. You probably engage in several behaviors every day that causes a release of serotonin in the brain such as exercise, consuming dark chocolate, or even being out in the sun for 10-15 minutes.

But, despite the fact serotonin is available in other ways, your brain has created an association between serotonin and smoking. This means that even if you have a serotonin supplement in your hand, you will still feel the desire to throw it out so you can smoke instead.

At this point, it doesn't matter what information you have. Our brains are focused on survival, not reason. It is bound to rely on what it has learned to bring the changes it wants to experience.

Other than ignoring your cravings, there is another option:

You can teach your brain a new lesson about smoking!

SECTION TWO

In this section, we discuss:

- ⚡ The fundamentals of ending a habit
- ⚡ Teach your brain a new lesson

Buds breakthrough technique.

The Four Fundamentals of Ending a Habit

If you're ready to stop smoking, it is essential to make the official decision to break the habit. Even if you've tried a hundred times before, you need to send your brain the message that you are serious this time. Tell yourself that today is the day and mean it! The sooner you absorb this, the sooner your brain will not persuade you to smoke.

Following these guidelines will take care of some of the most common reasons for failure, and help ensure your success!

Have the right frame of mind

You cannot think of yourself as giving up

smoking. This fosters a sense of deprivation and forces you to maintain iron willpower as you attempt to avoid what you cannot have.

Instead, you must think in terms of what you will gain; more freedom, better health, and confidence. Personalize your goals so you can stay in touch with your reasons for stopping.

And if you still find yourself drawn to the idea that you are giving something up, remind yourself of all the negative aspects of smoking. Deciding to quit smoking will significantly reduce your risk of cancer.



Know your triggers

With many habits, especially one as addictive as smoking, we may find ourselves responding to a cue without even realizing it. So, to ensure success, you will need first to become aware of what makes you want to smoke.

Triggers can be based on specific locations, feelings, people, or even the time of day. Once you know when or where you'll likely want to smoke, you can prepare yourself in advance.



When you have smoking on your mind, it's often difficult to focus on anything else but the urge to smoke. It seems to remind us all day long, but by creating a list of go-to alternatives, you will keep both your hands and mind actively away from cigarettes.

There's no reason this needs to be any harder than it should be. So, you can do yourself a huge favor by creating a list of healthy go-to alternatives!

It's hard to smoke if you're knitting, writing, drawing, playing a game on your smartphone, or chewing gum. There are tons of options available to keep your hands and mouth busy -- you need to come up with a few that will work with your schedule, and give them a try!

It doesn't matter if you're good at these hobbies or not. All that matters is that you can find a healthy distraction when you need it most.

Have a structure of support

When you're first starting out, you may feel a little vulnerable and insecure about your decision, but that's ok! This is normal -- remember, the brain has learned that this is an acceptable way to find relief and cope with specific stressors.

You don't need to struggle alone. You are only as strong as your weakest moment -- or the distraction you keep on-hand. Having friends, you can call, or organize an accountability partner to be your safety net of success and keep you focused!



Teach Your Brain a New Lesson

As we said before, for those who smoke regularly, the brain has created an association between smoking and reward. You can break your habit by waiting for this association to fade from existence, or you can add your association to the mix and end that addiction once and for all.

While other techniques focus on using conscious thought and maintaining motivation to make a change, our method is much more fundamental -- and it's faster too.

The brain likes things that make us feel good. It avoids things that make us feel bad. That's the reason you might find yourself suddenly hating a once-loved food after it makes you sick.

Any action can be paired with a pleasant or unpleasant association to change behavior. So, by changing the way your brain experiences smoking, you can change its desire to perform the habit again.

This is called aversive conditioning.

What's aversive conditioning?

Aversive conditioning is a form of training that uses negative stimuli and association to help reaffirm a specific action as undesirable.

You perform a bad habit at the same time you feel a slightly uncomfortable stimulus. Your brain then begins to associate the two stimuli together -- until it no longer likes the bad habit.



Perhaps you have a friend who had a meal that made them sick (or drank too much of a type of alcohol) --- often that single event creates an aversion to that kind of food/drink forever!

This same process can be used to help you break the bad habit of smoking!

By associating an uncomfortable stimulus, like a light zap, you can train your brain not to want cigarettes.

That's why we created the bad habits breaking wearable Pavlok, to help you nix your smoking cravings when they start

The thing that finally got Bud to change his life.

Bud had been a fan of Pavlok since the very beginning and decided to invest in a prototype with the sole purpose of quitting smoking. "Using Pavlok for the first time (while it wasn't pleasant) was an incredible feeling. It suddenly helped me maintain focus on my goal."

Pavlok utilizes psychological conditioning which breaks bad habits quickly and permanently. Every time you perform your bad habit, Pavlok releases an uncomfortable electric stimulus (or you can trigger it



manually by pressing the button). Instead of attempting to wean you off nicotine (like the patch/gum) or use sheer willpower (“cold turkey”), Pavlok uses proven behavioral science to quickly reduce cravings and train away from the desire to perform the bad habit.

The way Bud used Pavlok was unbelievably simple: if he smoked, he got a zap. No gums to chew or patches to apply. The best (and most counterintuitive) part of the Pavlok process: you don’t need to “try” to stop. As long as you use consistently use Pavlok every time you do your habit, Pavlok does all the work for you.

Let me explain.

Pavlok works by creating an aversion to your habit. Rather than try to deny you access to your addiction, or only reduce cravings, Pavlok trains your brain to dislike your habit. Because you learn to despise doing the habit, your cravings naturally subside, and you simply stop wanting to do your habit.

To quit, Bud spent 5 minutes per day purposely having a cigarette and triggering

the Pavlok. Doing these training sessions meant that his brain repeatedly got that uncomfortable zap and associated it with the cigarette he was smoking. In addition to the daily 5 minute sessions, Bud zapped himself for every craving he had throughout the day. When he gave into temptation like we all tend to do, a simple button press on Pavlok snapped him out of his cigarette craving state of mind. His brain instantly began to recognize the connection between smoking and the zap he received as undesirable. Within 3-4 days Bud found that his cravings had lessened significantly and he no longer wanted to smoke. “It was remarkable how quickly that happened. I virtually quit overnight. I can honestly say with no hyperbole that Pavlok has changed my life.”

Bud reports that using the Pavlok to quit cigarettes has helped boost his self-esteem and end his anxiety. Now Bud is healthy, saving over \$300 every month not buying cigarettes, and feeling better about himself overall. His body is healing, and he can look forward to a healthier life without cigarettes. Bud officially quit in March 2015, and today he is still proudly cigarette-free today.

If you're serious about quitting smoking as soon as possible...

Go buy your device today at Pavlok.com <https://pavlok.com/>

Download the App <https://buy.pavlok.com/app>

Enroll in our free five day habit course <https://pavlok-mvp.herokuapp.com/courses/introduction>



[Pavlok is the world's first tested wearable device that uses aversive conditioning to break bad habits. Think of it as your personal brain trainer!]