

PRESS RELEASE FOR IMMEDIATE RELEASE

Contact

**Dr. Scott Hernberg, Medical Director
TOMORROW'S WELLNESS CENTER
www.TomorrowsWellnessCenter
609-407-1119**

**SMART WAYS TO BREAK TOBACCO ADDICTION,
“WARM CHICKEN” TECHNIQUE PROVEN EFFECTIVE OVER
“COLD TURKEY”**

Mark Twain proudly denied his addiction to tobacco, “I can give it up any time I please,” he bragged, lighting another cigar, “I’ve done it thousands of times.”

Dr. Hernberg states there are compelling medical reasons to give up smoking or chewing tobacco, including the risk of developing a number of deadly diseases especially cancer and cardiovascular disease. In fact, one out of every two long-term tobacco users dies early from a tobacco related disease. Many tobacco users have tried to quit but find it hard to avoid the pitfalls that lie along the path of abstinence.

Nicotine is the psychoactive drug in tobacco although there are at least 4,000 chemicals in cigarette smoke. Over 60 have been identified as causing cancer. Regular use of tobacco products leads to addiction in a high proportion of users. Nicotine dependence is the most common form of chemical dependence in the United States. Nicotine dependence most often begins as a pediatric disease. Three thousand youth become regular users each day, one-third will eventually die from a cigarette-caused disease. Tobacco use is believed to cause more than 400,000 premature deaths in the United States annually or nearly 1,100 every day. Nonsmokers are also harmed by tobacco use and may themselves become ill with lung cancer, heart disease, lower respiratory ailments, worsening of asthma and other problems through exposure to environmental tobacco smoke.

“Eighty percent of America’s 46 million smokers want to quit but don’t know how,” according to Dr. Scott Hernberg, who directs the QuitSmart®

program at Tomorrow's Wellness Center in Northfield, NJ. Dr. Hernberg is a Certified Leader for the QuitSmart program and Certified Tobacco Treatment Specialist. The QuitSmart® program was created by Dr. Robert Shipley, Director of the Duke University Quit Smoking Clinic after 30 years of research and has produced impressive long-term quit rates in studies published in *Veterans Health System* and *Journal Psychology of addictive Behaviors*.

“The most effective strategies for breaking free of cigarettes address both the addictive and psychological aspects of smoking,” says Dr. Hernberg. “Nicotine is addictive. We don't expect people addicted to other drugs to stop using them on their own, yet for some reason smokers are often expected to quit without help. It's a premise that invites failure.”

In three to four sessions, Dr. Hernberg teaches smokers how to QuitSmart® and avoid lighting that one cigarette that signals a return to smoking. QuitSmart® participants learn that it is a mistake to think that anyone can enjoy a cigarette without falling under its spell. “Statistics indicate that one cigarette leads to another. In fact, 9 out of 10 ex-smokers who smoke just one cigarette, soon return to regular smoking.”

Among other things, QuitSmart® teaches smokers to ease nicotine withdrawal prior to quitting by switching to cigarette brands with progressively less nicotine. The secret is to reduce nicotine addiction gradually by switching to brands that deliver progressively lower nicotine levels. To overcome physical addiction, the QuitSmart® system has smokers quit **“Warm Chicken”** — nicotine addiction is reduced gradually by switching each week to cigarettes rated at 40 to 50% less nicotine. After two weeks, with much of the nicotine out of the body, the smoker quits entirely. “Most people are surprised at how easy this is,” Dr. Hernberg says.

To overcome psychological dependence on cigarettes, Dr. Hernberg teaches positive thinking (like that used by successful athletes), decision-firming techniques, and hypnosis.

“The QuitSmart® brand of hypnosis is not the ‘hocus pocus’ that some people have concerns about,” states Dr. Hernberg. “It is just pleasant

relaxation with the mind focused on being comfortably free of cigarettes.” Each participant receives a hypnosis CD.

Each QuitSmart® participant also is given a cigarette substitute to puff on. The patented cigarette look-alike has an adjustable draw. “For smokers who get pleasure from holding and puffing on a cigarette, the cigarette substitute helps to break the habit of smoking.”

After quitting, new ex-smokers may choose to use nicotine skin patches, Zyban or Chantix tablets, other medications and acupuncture to assist in maintaining abstinence.

One phase of the QuitSmart program is called “Thinking Makes It So,” borrowed from Shakespeare’s “There is nothing good or bad, but thinking makes it so.” It teaches how thoughts can be used to make nonsmoking a reality. As Dr. Hernberg describes it, “Much of the suffering of quitting comes not from cigarette withdrawal but from the constant internal debate of ‘should I smoke a cigarette or not.’ By thinking of yourself as a non-smoker, or pretending you’re a nonsmoker, the internal debate is ended and quitting is easier.

The program also covers how to enlist the support and encouragement of others, minimize weight gain, and maintain one’s emotional balance as a nonsmoker.

Dr, Hernberg also feels, “It’s important to add pleasures to your life to compensate for giving up cigarettes and prevent the feeling of loss or sadness that some people experience after quitting.”

Dr. Hernberg offers a free consultation to provide smokers with information on the QuitSmart® program. To learn more about the QuitSmart® program call to schedule a free consultation,

Scott Hernberg, D.O.
Tomorrow’s Wellness Center
1601 Tilton Road Suite 4
Northfield, NJ 08225
609.407.1119
www.TomorrowsWellnessCenter.com