

AVOID THE LIES. (PeOPLE Can Get HuRT)

Big Tobacco says it wants to help you quit smoking by converting you to Snus. What they won't tell you is that you'll still be addicted to nicotine. Don't fall for their trap.

Get a FREE 4-week supply of nicotine patches, gum or lozenges. Call 1-800-Quit-Now or sign up on www.idaho.quitnet.com.

www.projectfilter.org



You decide when. We'll show you how.



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We'll show you how.



Just SAY NO to PEOPLE PREYING ON YOU

Like Big Tobacco—who is now saying it wants to help you quit smoking by converting you to Snus. And by putting millions of dollars into targeting you. What they won't tell you? You'll still be addicted to nicotine. Say NO to Big Tobacco.

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**HAPPY NEW YEAR
TIS THE TOBACCO-FREE
QUITTING SEASON.**

Big Tobacco wants you to
switch to Snus
to avoid the "drama" of
cigarette smoking.
But you're smarter
than that.

You know that switching to Snus means that you're still addicted to nicotine. You're anything but free. And, certainly, your life is not free of the drama of spending your hard-earned money to support an industry that targets your addiction.

Don't be Big Tobacco's PAWN in 2011. Say "NO" to tobacco. Say "YES" to quitting. Call 1-800-Quit-Now or sign up online at www.idaho.quitnet.com for a FREE 4-week supply of nicotine patches, gum, or lozenges. Or quit cold turkey. **But please QUIT.**



2011

TOBACCO-FREE RESOLUTION

You've decided that your addiction to nicotine is a 20 lb. bag of rocks around your neck. You want to quit. But switching to SNUS is not the answer—no matter what Big Tobacco tells you. The fact is, Big Tobacco wants to keep you addicted and they've got lots of products up their sleeve to keep you as a customer. A DRAMA-free life is a life free of an addiction to nicotine. It's time to say "I want to be free."

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