

Allen Carr's
Easyway
To Stop Smoking

THE ILLUSTRATED EASY WAY TO

STOP SMOKING



**A SMOKER'S GUIDE TO
JUST HOW EASY IT IS TO QUIT**

Allen Carr and Bev Aisbett

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This book is dedicated to
my close colleagues Robin Hayley, John Dicey,
Madeleine Mason and to EASYWAY's
world-wide team of dedicated therapists
at our clinics who, without exception,
sacrificed highly paid and successful careers
to join our cause.

Allen Carr

To my late Uncle Percy
for his long and agonizing struggle
with emphysema, which was
the tragic result of his simply being
a man of his times – before anyone knew better.

Bev Aisbett

ABOUT EASYWAY

Allen Carr's hundred-cigarettes-a-day addiction was driving him to despair until, in 1983, after countless failed attempts to quit, he finally discovered what the world had been waiting for – the **EASY WAY TO STOP SMOKING**.

His network of clinics now spans the globe, operating in more than 100 cities in over 30 countries. Contact details for these clinics are given at the end of this book along with a discount voucher redeemable when booking a session at any UK/Worldwide Allen Carr's Easyway Clinic (you won't need it yourself – but you are welcome to pass it on to a friend who does). The clinics offer a genuine money-back guarantee based on which the success rate is over 90 per cent.

Allen Carr's Easy Way To Stop Smoking method is also available in regular book form, CD Audio Book and DVD. For details of these items, and other books which successfully apply Allen Carr's EASYWAY method to 'alcohol', 'weight control', 'fear of flying' and 'worry', visit www.allencarr.com where you can also read about Allen Carr's latest book *Scandal*. 'This is the book that the government, Department of Health, NHS, ASH and QUIT do not want you to read!'

SO YOU WANT TO QUIT SMOKING?

It may seem **OBVIOUS** that,
if you've picked up this book,
you're ready to
QUIT SMOKING!



GOOD FOR YOU!
The thing is...are you
PREPARED to quit?

What if I were to say:

'Okay, if you're serious,
**STOP SMOKING
RIGHT NOW!?**



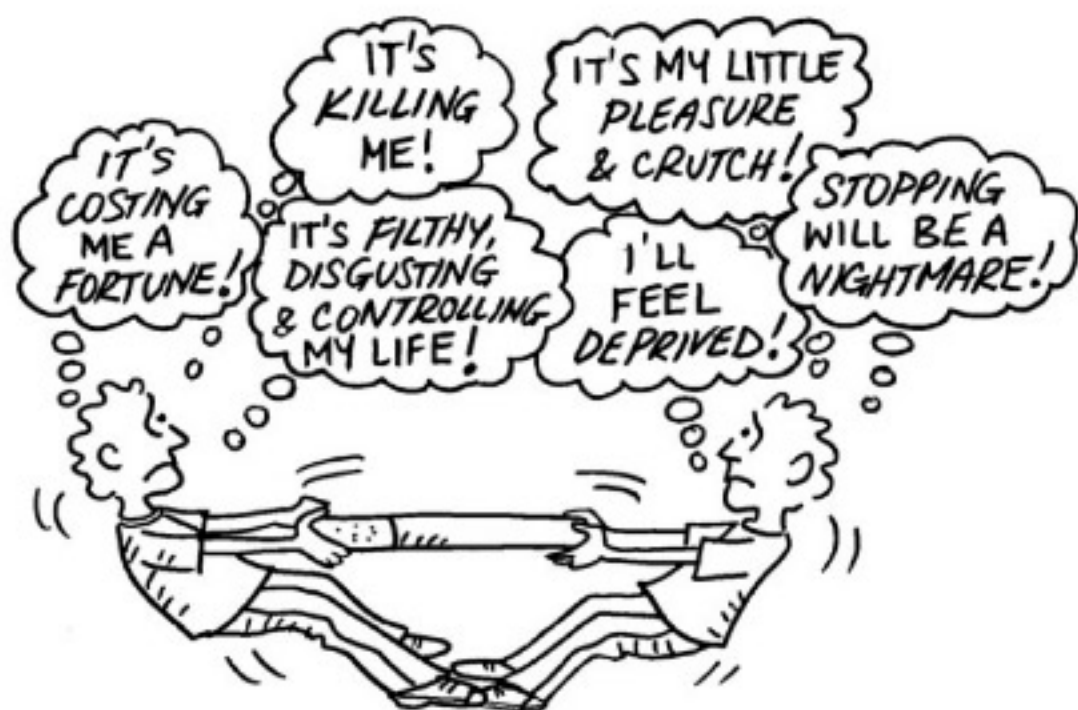
This is a **TYPICAL REACTION** of course.



Don't worry, you don't have to quit until you **ARE** ready.



What we saw was the terrible **TUG OF WAR**
that smokers go through most of their lives.



You have probably already
tried to quit
MANY, MANY times
using...



PATCHES



GUM



HYPNOSIS



ACUPUNCTURE



COLD TURKEY

or

But sooner or later,
sure enough, you're
BACK AT IT AGAIN
and **HATING YOURSELF**
for it.



By now, you have probably become convinced
that you just don't have the **WILLPOWER**.

Actually, it takes a lot of
WILLPOWER
 to be a committed
SMOKER.

You need to be able to **PUT UP** with:



...ILL HEALTH...



...ISOLATION...



...DISDAIN...

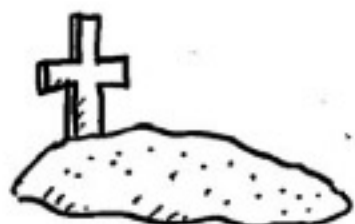


...BAD PRESS...



...COST...

and

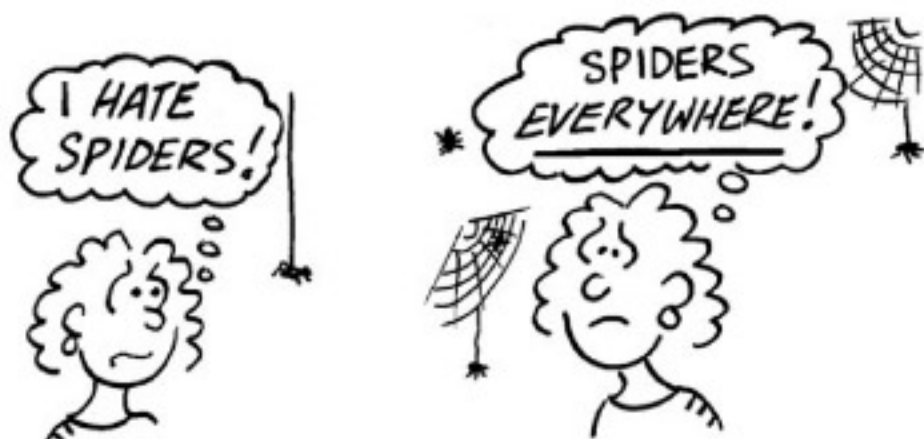


...BLEAK FUTURE
 PROSPECTS.

WILLPOWER sets up a **TRICKY DYNAMIC** –
it's called **RESISTANCE**.

Whenever you start **FIGHTING** something,
it tends to get **BIGGER**.

Ever noticed
that if you are **ANNOYED** by something,
it seems to **TURN UP EVERYWHERE**?



So, of course, what do you think happens when you're
FIGHTING, RESISTING or are
NOT ALLOWED TO SMOKE?



It becomes
**ALL YOU
THINK
ABOUT!**

The more **POWERFUL** the reasons for quitting,
the more **PANICKED** you are likely to
become about *HAVING* to quit!



If you're repeatedly
bombarded
with messages of
**DOOM AND
GLOOM**,
what happens?

You feel **STRESSED**
and when stressed,
you reach for your
CRUTCH.

FEAR → **STRESS** → **SMOKING**

You want to **QUIT**
but you want to
SMOKE!

You end up at **WAR**
with yourself.

Maybe you didn't feel
READY to quit, but
you feel **PRESSURED**
to do so.



Someone who cares about you may have given you this book in the hope that you might **QUIT**.



If so, please respect them enough to at least **READ IT**.



After all, you want to stop anyway and what **HARM** could it do?

Whatever the motivation –
HEALTH WORRIES,
COST, APPEASING OTHERS –
you decide **ENOUGH'S ENOUGH**
and steel yourself to make
a valiant attempt to **QUIT.**

You muster all
of your
RESOLVE...



...go **COLD TURKEY...**



...and
FAIL!!

Now, *here's* something to **THINK** about.

When you put out a cigarette,
**YOU ARE ALREADY A
NON-SMOKER...**



...UNLESS YOU
LIGHT ANOTHER
ONE!

And here's some more
GOOD NEWS.

You are *LESS* likely to
succeed using **WILLPOWER!**

Oh, some people have
succeeded, for sure
(and **GOOD ON THEM**),
but the majority **FAIL.**



In fact, some people have had to exercise that same
WILLPOWER
to fight off the desire to smoke for **YEARS!**

Are they **FREE?**
Not really.

They still **WANT** to smoke and some never get
FREE OF THAT DESIRE.

They continue to feel as though they're
MISSING SOMETHING.



That battle is **EXHAUSTING!**

Are these people truly **NON-SMOKERS**
or **SMOKERS** who just aren't **SMOKING?**

There's a **VITAL DIFFERENCE** here
that warrants further exploration.

Q. WHAT'S THE DIFFERENCE BETWEEN A SMOKER AND A NON-SMOKER?

Well, yes...but that could mean that you're only a **SMOKER** when you are actually **SMOKING** and, in between cigarettes, you are a **NON-SMOKER**, as we mentioned before.



ONE SMOKES,
ONE DOESN'T
OF COURSE!
DUH!



WELL...
NOT
REALLY!

But do you **FEEL** like
a **NON-SMOKER**
between cigarettes?

So what's the real difference?

GIVE UP?

(Good idea, by the way!)

A. THE NON-SMOKER HAS NO DESIRE TO SMOKE

Given this definition, a person who has 'QUIT' but still yearns for a cigarette is still **HOOKED!**

Not **PHYSICALLY** but **MENTALLY**.

The same goes for **SUBSTITUTES** such as **PATCHES, PILLS** and **POTIONS**.

You're still **ATTACHED** to the **ADDICTION** – you're just **SWAPPING** one for another.

Instead of feeling **FREE**, you are driven almost **INSANE** by that constant, nagging thought:

'I WANT A CIGARETTE!'

Eventually, it all gets **TOO HARD** and you give in and **LIGHT UP** that first cigarette...



...and then the **NEXT...**



...and then the **REST!**

Being **FREE** means no longer
CRAVING, DESIRING, NEEDING or **WANTING**
A CIGARETTE.

In order to get to that point,
you'll need to understand what's
REALLY GOING ON.

Every **SMOKER** starts off as a **CASUAL SMOKER.**
We figure that we can **CONTROL** our smoking.

In fact, we don't even **WORRY** about it.

Any problems are way off, in some abstract, distant future.
We think we'll be able to deal with any issues later.



By the time that 'distant future'
becomes the present,
it's **TOO LATE.**

You're **HOOKED.**

So, who's **REALLY** in **CONTROL**?
You've **GUESSED** IT!



So, if the problems with your smoking are still something you
will deal with in the **FUTURE**,
how will you know when it **IS** time to quit?

When you get:
EMPHYSEMA? LUNG CANCER?

Or you have to have an
AMPUTATION?

How long are you prepared to live in constant **FEAR**
that the next cigarette could be a trigger for **CANCER**?

**But you KNOW this stuff ALREADY,
don't you?**

Well, if so, why haven't you **STOPPED**?

Quite simply, because you can't bear the thought of being without your **PLEASURE** or **CRUTCH**.

And you **CAN'T**, because you are **ADDICTED**.

This isn't designed to scare you – **SHOCK TACTICS** also create **RESISTANCE**.

They just make you bury your head further in the sand.



But what we do need to do is

CHANGE YOUR MIND

about your

'BEST BUDDY'!

THE TRAP

Becoming addicted to cigarettes is a bit like falling under a **SPELL**.



You think that you are in
CONTROL...



...until you try to **QUIT**.



The **ADDICTION** also traps you into thinking that smoking **GIVES** you something, and that you **NEED** cigarettes to provide that something.

This trap of addiction is both
POWERFUL and **SUBTLE**.

Let's take a look at how it works
by using the example of the **FLY**
and the **PITCHER PLANT**.

Here is a fly happily
buzzing along.

It doesn't **NEED**
anything to
feel complete –
nature has provided
abundantly to sustain the
fly's existence.

But on this particular day,
the fly happens to
spot an
UNUSUAL, EXOTIC,
ENTICING BLOOM and
it gets curious...



The fly goes **EXPLORING...**



...only to find that this trip is **ONE WAY.**



However, the fly isn't particularly **BOTHERED** by this...
in fact, he's having a **GRAND OLD TIME!**

But after some time the fly
finds himself getting a bit **FED UP** with this.

What started off as
ENJOYABLE is now making him feel **SICK...**



...and it is then it
dawns on him
that something **BAD**
is starting to happen
here...

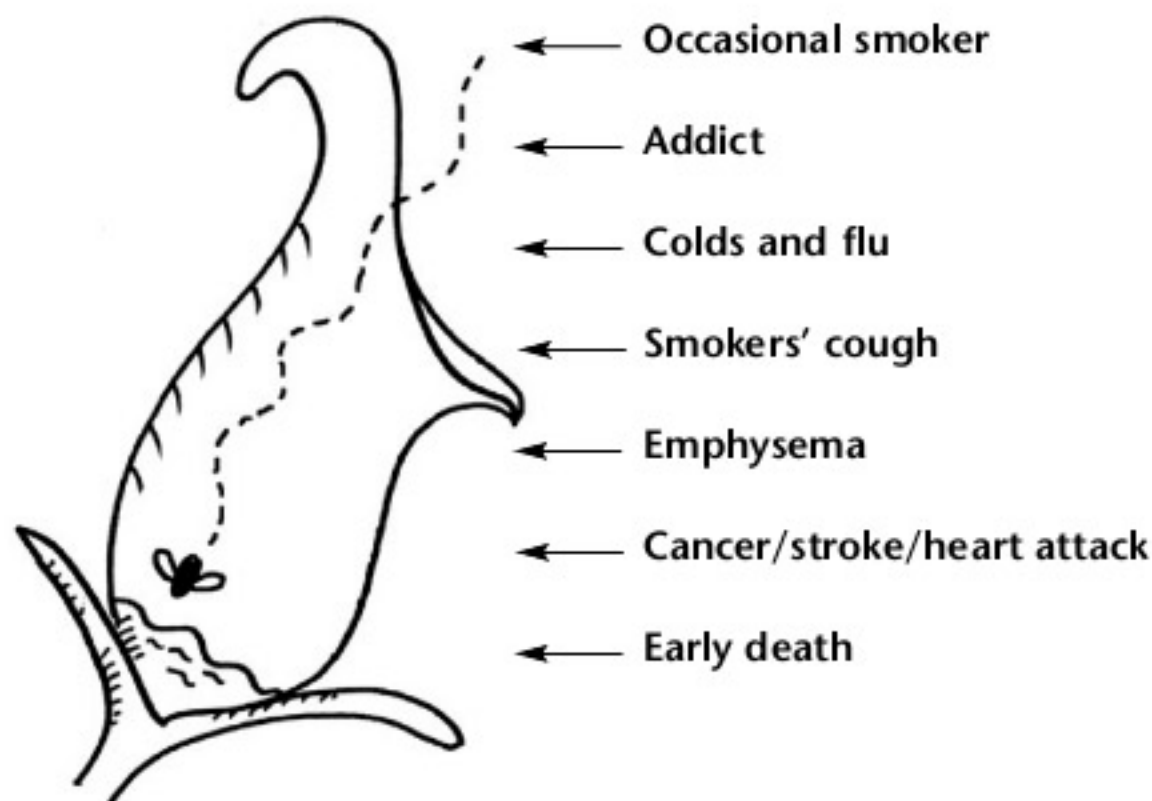


CAN'T...
GET OUT...
STUCK!!!



...he realizes that the delicious nectar he was eating before is
now **EATING HIM!**

All **SMOKERS** are like that fly at various stages of descent inside the plant:



The most sinister aspect of this trap is that it creates several **ILLUSIONS**:

- THAT SMOKING IS ENJOYABLE
- THAT PEOPLE CHOOSE TO SMOKE
- THAT CIGARETTES TASTE GOOD
- THAT SMOKING RELIEVES BOREDOM
- THAT SMOKING AIDS CONCENTRATION
- THAT SMOKING ALLEVIATES STRESS
- THAT CASUAL SMOKERS ARE LESS HOOKED THAN HEAVY SMOKERS

AND...THAT QUITTING IS DIFFICULT!

Once you are trapped, you have handed over
your **POWER** to cigarettes.

Smokers do not **CHOOSE** to smoke.

They feel **COMPELLED** to smoke.

They need a **FIX** to ease the discomfort of not having a **FIX**.

Smokers are **DRUG ADDICTS**.

So you don't think you're
an **ADDICT**?



Have you ever **STOLEN**
someone else's cigarettes?

If you couldn't
get your **BRAND**
would you go **WITHOUT**?



Have you ever smoked
BUTTS?



Have you ever **LIED**
about how many
cigarettes you actually
smoke?



Have you
BROKEN PROMISES
to others (and yourself)
that you'll quit?

Have you **PRETENDED**
you were out of cigarettes if
someone asked you
for one?



If you ran out,
to what **LENGTHS** would
you go to get **MORE**?

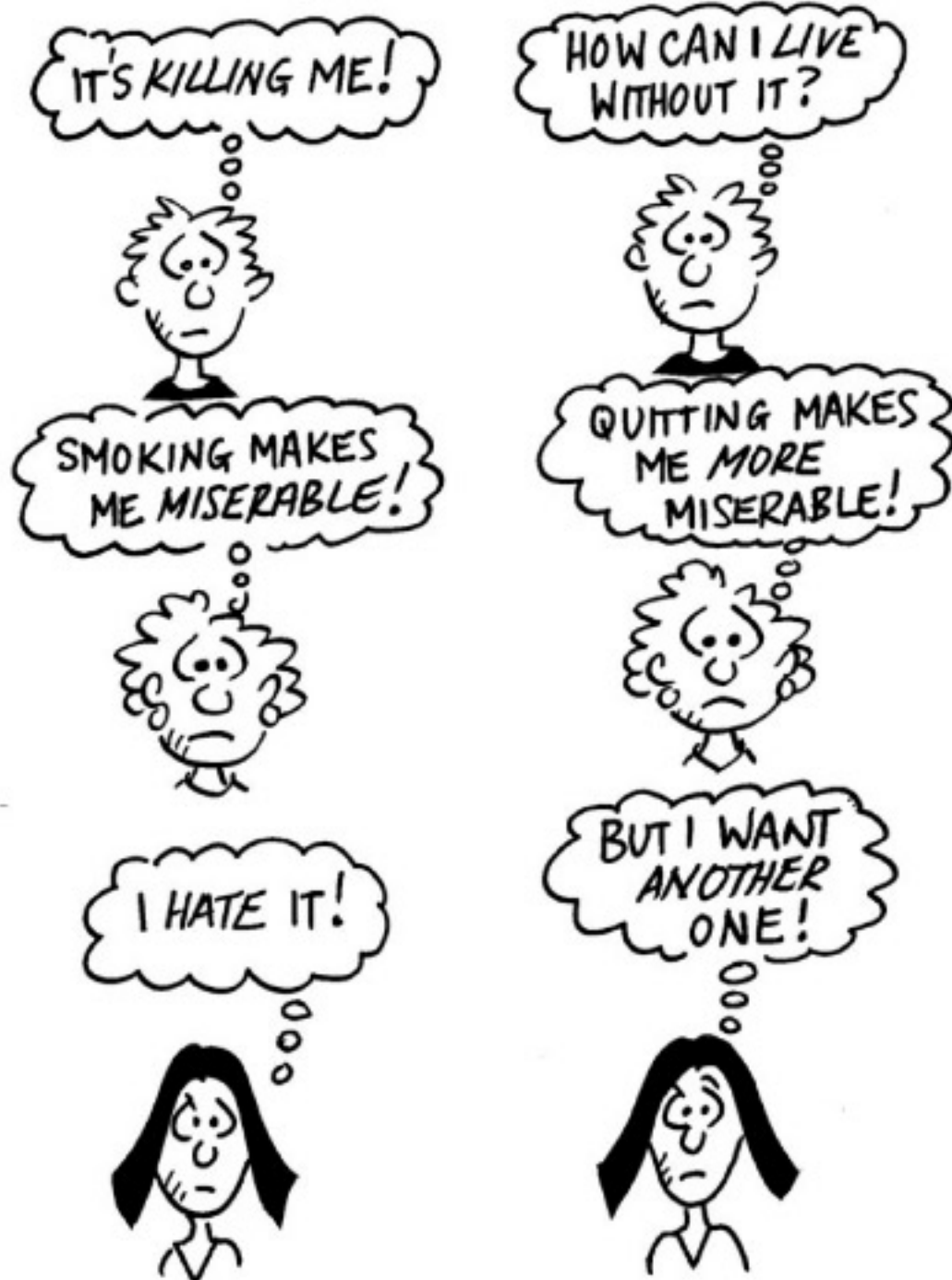
So, you **STEAL, LIE, CHEAT, HOARD** and
COMPROMISE YOURSELF for cigarettes?

Oh yes, you're an **ADDICT**.

ANATOMY OF A NICOTINE ADDICT



The worst part of being trapped inside the smoking prison is the sense of being constantly pulled in **TOTALLY OPPOSITE** directions.



ALL THIS WORRY
ABOUT MY HEALTH
IS SO STRESSFUL!



BUT I CAN'T HANDLE
STRESS WITHOUT
SMOKING!



IT'S COSTING ME
A FORTUNE!



BUT I CAN
AFFORD IT!



I WISH I COULD
BE FREE OF THIS!



BUT HOW CAN I
ENJOY LIFE
WITHOUT THEM?



You end up reasoning that there must be something very **POWERFUL** about cigarettes that would keep you smoking despite all the **WARNINGS, HEALTH SCARES, FEARS, DOUBTS** and your own desire **NOT TO**.

You think that smoking **DOES SOMETHING** for you and you think you **NEED** to smoke!



In holding on to such ideas, you have
NO CONTROL
over your smoking.

Instead, you are being controlled by the
SMOKING MONSTER.



THE TWO-HEADED MONSTER

The **SMOKING MONSTER** is
CUNNING.



It pretends to be your **FRIEND.**



It appears to **HELP** you.



But it makes you think you
CAN'T COPE without it.
Some friend!



Actually, the **SMOKING MONSTER**
is comprised of **TWO SEPARATE ENTITIES**:

BIG MONSTER and **LITTLE MONSTER**.



BIG MONSTER
is in charge
of the
BRAINWASHING...

...convincing you that you **NEED** to smoke.



And **LITTLE MONSTER**
gives you
CRAVINGS...

...those **EMPTY, INSECURE** feelings that have
you reaching for a cigarette.



The **SMOKING MONSTERS**
are your **JAILERS**,
OWNERS and
TORTURERS.

The **SMOKING MONSTERS**
have
TOTAL POWER
over your life.



Now, you could be forgiven for thinking that in painting this bleak picture, we are pushing the very **SCARE TACTICS** we said wouldn't work.



But let's take a look at a couple of things here...

Firstly, these are the **FACTS**, of which most smokers are **PAINFULLY AWARE** (if not, welcome back from **MARS!**).



Secondly, despite the **SCARE TACTICS**, there remains a prevailing attitude (even among smokers) that the smoking problem is just a **SILLY HABIT** that doesn't warrant as much concern as other 'hard' drugs.

NICOTINE ADDICTION is rarely referred to as an *ILLNESS* in the way that **ALCOHOLISM** is.

The view seems to be that smokers **CHOOSE** to smoke because they **LIKE** it and are simply being **STUBBORN** by refusing to give it up.



So, the smoker tends to be seen as simply **WEAK, WILFUL** or just plain **STUPID**, all of which is untrue given the broad cross-section of society which smokes!

In fact, smokers are just as intelligent and strong-willed as anyone else.

People who want to get off drugs like
HEROIN or **ALCOHOL**
have far more
PUBLIC RESOURCES
available to them
than the person who wants to kick their
addiction to **NICOTINE**,
which, ironically, is
recognized as being far more
ADDICTIVE than **HEROIN**!



As a result, the poor old smoker who wants to quit has to battle on pretty much **ALONE**, usually with little **SUPPORT, SYMPATHY** or **UNDERSTANDING** of the inner turmoil involved.



Few non-smokers really understand the genuine **SUFFERING** experienced by a smoker who wants to quit, but can't.

This daily battle with the self can be **OVERWHELMING**.

Smokers trying to quit using **WILLPOWER** can be reduced to tears of shame and despair when, despite numerous **RESOLUTIONS** and heartfelt **PROMISES**, they find themselves unable to break free of the **MONSTER'S** grasp time and time again.



Return for the moment to the nicotine addict on p37 and this time, look with *compassion* at this person who could so easily be **YOU**.

See this person as a **FRIEND** might.

Here is a **CARING, WARM, LOVING, GIVING,** person in an **INCREDIBLE** body which represents the pinnacle of creation, but which is trapped in the daily torture of **ADDICTION.**



Perhaps there might be a greater chance of success if we got rid of the **SHAME** and **GUILT** and started to see ourselves with **KINDER**, more **FORGIVING** eyes.

In fact, it is testimony to the marvels of the **HUMAN BODY** that it is able to cope with nicotine at **ALL**, given that this is one of the deadliest and most addictive substances known, over and above **HEROIN** and **ALCOHOL**.



If the nicotine from **JUST ONE CIGARETTE** was injected directly into your vein, it would **KILL** you.

THE GOOD NEWS

is that it takes only a **MATTER OF DAYS** for nicotine to leave your system when you stop smoking and your body **IMMEDIATELY** sets to work to begin repairing the damage.

Once you have freed yourself of the
PSYCHOLOGICAL TRAPS
(the **BIG MONSTER'S BRAINWASHING**),
the **PHYSICAL PANGS** are easy to deal with.

Even **HEAVY SMOKERS** are able to abstain for long periods
without it bothering them while...

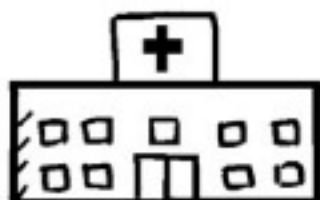


ON PLANES



AT WORK

or **DURING A HOSPITAL STAY.**



The **PHYSICAL WITHDRAWAL** is not even strong enough to
wake you from sleep.





Sure, but here's
something to
think about...

**SMOKERS DON'T ENJOY
SMOKING!**



Oh, you mean the *FAVOURITE* cigarettes...



...the **FIRST** one of the **DAY**



...after a **MEAL** or with a **DRINK**...



...after **EXERCISE**...

...and during **BREAKS**...



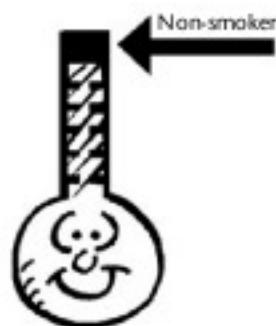
What these cigarettes have in common is that some time has usually elapsed since you had your last fix and the relief seems all the more precious.

You associate that level of relief with the situation you're in, which reinforces the **BRAINWASHING**.

In the end, you can't enjoy these situations without smoking.

THE SOLE 'PLEASURE' OF SMOKING IS RELIEVING THE CRAVING FOR NICOTINE.

Let's take a look at this:
THIS IS A WELLBEING METER...



...this is the level of your **WELLBEING** on a good day before you started smoking.

Then, you light your first cigarette and the **LITTLE MONSTER** is born.

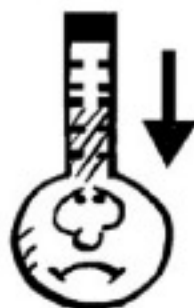




THE LITTLE MONSTER

has a **HUGE APPETITE**

and very soon he demands to be **FED** again...

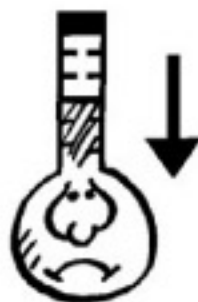


...and your **WELLBEING** drops as you feel that **EMPTY, INSECURE** feeling of the body's reaction to **NICOTINE WITHDRAWAL**...



...so you **FEED** the monster again.

There *is* some **RELIEF**...



...until the monster gets hungry again!

And so it goes...
ON and **ON** and **ON**...



Over time, the body builds up a tolerance to the drug, so that when you smoke it only **PARTIALLY** relieves the feeling, so you feel **MORE STRESSED, MORE OFTEN** and need to **SMOKE MORE**.

No matter how much you feed the **LITTLE MONSTER**, you can *never* reach the level of **WELLBEING** that you felt before you smoked.

Even at your best, you will always feel **MORE STRESSED AND LESS RELAXED** than a non-smoker.



In fact, progressively declining **HEALTH**, feelings of **SHAME, DISGUST** and **SLAVERY** and the **CONSTANT FEAR** of disease or death looming in the background, ensure that your feeling of wellbeing keeps getting **LOWER** and **LOWER**.

STILL not convinced that smoking is not **ENJOYABLE**?



OK. Light one up right now and **INHALE DEEPLY** six times.



Now, describe the **PLEASURE** you're experiencing.



Have **ANOTHER ONE**.



Why not, if it's as **PLEASURABLE** as you say?

It's not about **PLEASURE**.

It's about **TOPPING UP** your **NICOTINE LEVEL** to try to make up for the **WITHDRAWAL** caused by the last cigarette.

You can't **HELP** it!

You need

HELP!

It's OK – **HELP IS AT HAND!**



You need to start

CARING ABOUT YOURSELF

enough to

HELP YOURSELF

by working your way,

STEP BY STEP,

through the rest of this book.

NO BUTTS

IMPORTANT NOTE:

YOU CAN KEEP SMOKING
UNTIL YOU 'GET IT'!

IN FACT, WE INSIST
THAT YOU DO.

AS LONG AS YOU STILL
SEE A CIGARETTE AS
DESIRABLE, YOU'LL
BE A SMOKER.

DON'T WORRY –
FOLLOW EVERYTHING
IN THE BOOK AND

YOU'LL GET IT!

Our work begins by taking
a **GOOD, HARD** look
at the monster and
seeing what it
REALLY is...

AN ILLUSION!

It's a bit like the childhood 'Monster-Under-the-Bed'.
Remember how **BIG** and **SCARY** that monster seemed to be
as you lay there in the dark?



That is, until the time when you finally
screwed up the courage to **LEAN OVER**
to take a **PEEK...**



...and all you found there was a
whole lot of **DUST BUNNIES!**

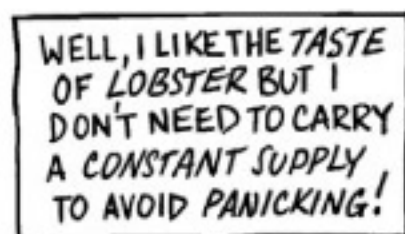


The monster existed only in your
IMAGINATION.

In a similar way, the **BIG SMOKING MONSTER** feeds on your **FEAR**.

It **BRAINWASHES** you into thinking that you'll be **WORSE OFF** without it.

It's time to start shattering some of those **ILLUSIONS**.



That you like the taste is a genuine illusion.

All you need to do is remember how **BAD** cigarettes tasted when you first began smoking.

They only 'taste' good because you are satisfying the craving for nicotine and you associate the taste with relief from the **CRAVING**.



The cigarette after the meal **SEEMS** to taste better because you're satisfying **THREE** aggravations – **HUNGER, THIRST** and your need for a **NICOTINE FIX**.



Think of how **FRUSTRATED** you get when non-smokers are slow at finishing their meal and you're itching to **LIGHT UP!**

Why would **ONE CIGARETTE**
out of the **SAME PACKET**
taste better than the others?



Smoking doesn't improve the taste of food.

On the contrary, it
KILLS OFF YOUR TASTE BUDS.



Weight gain will only be a problem if you **SUBSTITUTE** one **CRAVING** for another.

The point is to realize that you're not **MISSING** anything!

In fact, you'll regain lots of **ENERGY** and be **MORE ACTIVE**. Once your poor old body has been purged of all that **GUNGE**, you'll feel more **ENERGETIC**.





These are two of the most commonly held
ILLUSIONS
about smoking.

Let's shatter them!

To puncture the illusion that cigarettes help you to **RELAX**, imagine that you and a non-smoker are both off to the dentist this morning – an experience that causes most people to feel **TENSE**.

You are already under par because you've woken up with the **STRESS** of having to top up your **NICOTINE LEVEL** which has dropped overnight.



The non-smoker only has to deal with the stress of the **DENTAL APPOINTMENT**.

Now, let's **FAST FORWARD** to the end of the appointment.

You can both heave a big sigh of **RELIEF**...
or **CAN YOU?**



The **REAL** stress for the smoker is in constantly having to satisfy that incessant **HUNGER**, that **ITCH**, when the nicotine level drops. This is why it **SEEMS** that smoking also aids **CONCENTRATION**.



Of course it's difficult to concentrate when you're **DISTRACTED** by the body suffering from nicotine withdrawal and the mind asking for a cigarette.

Non-smokers don't have this problem and nor will you once
YOU ARE FREE!

You experience

**MORE STRESS AND A
LACK OF CONCENTRATION
BECAUSE
YOU SMOKE!**



If smoking was the
cure-all for stress, your
life should be a
BED OF ROSES.

Non-smokers may experience
the same degree of
LIFE STRESSES as you,
but they don't have the
EXTRA BURDEN
of smoking as well.





You weren't addicted to your first cigarette.
You had to **WORK** at it.



Did you experiment with
MARIJUANA years ago?

Did that make you a
full-blown **JUNKIE**?

Some people play with fire, others don't. It's the **DRUG** that
addicts you, not your **PERSONALITY**.



Eating is a **NATURAL** act. Smoking is not.
You are not born with an in-built **TRIGGER**
to smoke, in the same way that
hunger alerts you to **EAT**.

That trigger is **CREATED** by **SMOKING**.

EATING SATISFIES HUNGER.

SMOKING CREATES HUNGER...

and the hunger that smoking creates is

NEVER, EVER SATISFIED!



If it's really about needing to keep your
HANDS busy, why **LIGHT UP**?
Why not just handle an **UNLIT** cigarette?



Would it send you into a **PANIC** if you
could never eat **BLACK FOREST CAKE** again?



Why should it bother you not to
take **POISON** every day?

SMOKERS ARE
JUST MORE
INTERESTING
CHARACTERS!



YEAH-AND
EXCITING-
IF YOU'RE INTO
RUSSIAN
ROULETTE!



Oh yes, smokers are infinitely more *INTERESTING*
than **BORING, DO-GOODER HEALTH NUTS**.
That **COUGH** alone certainly gets you **NOTICED**!



If you're really **SELF-DESTRUCTIVE**, why continue an activity you think makes you feel **BETTER**?



Does **SMOKING** make the problems **DISAPPEAR**?



Would you encourage your **KIDS** to smoke?



If you had your life over, would you **CHOOSE** to be a smoker?



If it's not a **PROBLEM** and it's so **PLEASURABLE**, why wouldn't you **RECOMMEND** it?



The **RITUAL** is just what you need to go through to get the nicotine into your body.



If it's **ORAL GRATIFICATION**,
why
LIGHT IT or **INHALE**?

You managed for many years after you were **WEANED**
without needing to stick
a cigarette in your mouth.

Would you walk around sucking a **DUMMY**?



Oh, **COME ON!** What about **FRIENDSHIP, FAMILY,**
SUNSHINE, FOOD,
FREEDOM, HEALTH,
HOLIDAYS, NATURE...ETC ETC?



So you picked a **TOP-SHELF CARCINOGEN!**
You must be a **CONNOISSEUR!**

You could also win the
LOTTERY, be discovered
for **TELEVISION**
or be elected **PRIME
MINISTER!**



Smoking is **SLOW SUICIDE**.

Besides, do you want the lead-up
to your death to be a
PROLONGED, HIDEOUS TORTURE?



Well, if you're **DUMB** enough to suck on something **DEADLY**...



There's that **BRAINWASHING** again!

It convinces you that the time is **NEVER** right!



Have you thought that perhaps it's actually your **SMOKING** that keeps you isolated?

And what kind of **FRIEND** would **POISON, CHOKE** and **IMPRISON** you?



Is the phone about to **BLOW UP? BITE YOU?**
It's the **SMOKING** that's creating the stress.

Can you see how **LAME** these excuses are?

How much of your thinking has been distorted
by the **SMOKING MONSTER'S**
BRAINWASHING?



It **CLOSES YOUR MIND**.
It makes you **DEAF, DUMB** and **BLIND**.

It's part of the **TRICK**, the **SPELL**, the **SMOKESCREEN**.

The biggest **STUMBLING BLOCKS** are the ideas that:

(A) **YOU ARE ACTUALLY *SACRIFICING* something.**

WRONG!

(B) **YOU'LL BE ABLE TO SMOKE OCCASIONALLY
AND BE IN CONTROL.**

WRONG!

IT'S TIME TO
WAKE UP!

Just for a moment see yourself as a
NON-SMOKER sees you...



...and ask yourself,
what's so **GREAT** about
smoking that makes you
hang on to it so fiercely?

Could you ever really convince a non-smoker
that you are **BETTER OFF** smoking
than they are **NOT SMOKING**?

YOU'LL LOOK
FAR MORE
SOPHISTICATED!



IT'LL MAKE YOU
SEEM MORE
MATURE!



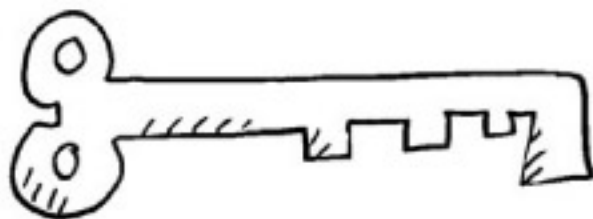
IT'LL HELP YOU
RELAX!



You are being **DUPED** by the
greatest **CON ARTISTS**
of all...



Your **JAILERS**.



EASYWAY holds the key that will set you free
and it opens only **ONE THING...**

YOUR MIND!

Take off the

ROSE-TINTED GLASSES!

How do you make sure you

NEVER

CRAVE a cigarette?

Remember the **REALITY** of smoking:

IT'S NOT PLEASANT.

IT'S NOT FUN.

IT DOESN'T RELAX YOU – IT MAKES YOU UPTIGHT.

IT CAUSES THE STRESS YOU THINK IT'S RELIEVING.

IT DOESN'T RELIEVE BOREDOM, JUST THE OPPOSITE.

IT DOESN'T HELP YOU RELAX, IT DISTRACTS YOU.

YOU'LL HANDLE STRESS BETTER AS A NON-SMOKER.

**YOU'LL ENJOY SOCIAL OCCASIONS MORE AS A
NON-SMOKER.**

THERE'S NOTHING TO GIVE UP!

THE JOYS OF SMOKING:

FURRY TONGUE



FOUL BREATH



SALLOW SICKLY COMPLEXION



ENDLESS COUGHING



YELLOW TEETH



LOST MONEY



SHAME & GUILT



FEELING EXHAUSTED



SLAVERY



BAD HEALTH



WHAT IS THERE TO MISS?

We've covered most of the **EXCUSES**,
but there's one more thing that warrants a
SPECIAL EXAMINATION...

FEAR.

THE VOID

The **SMOKING MONSTERS** thrive on **FEAR**.
Of course, this fear surfaces most when
we consider **QUITTING**.



What you need to
remember is
this fear
was
CREATED
BY THE
ADDICTION!

If you are still having **DOUBTS**,
it may be because of this **FEAR**.

Let's begin to **BLOW IT TO SMITHEREENS!**



A FEAR OF FAILING may be fuelled by focusing on the idea that you are making a **SACRIFICE** or that quitting is something you must **ENDURE**.



OPEN YOUR MIND!

There is **NOTHING** to **GIVE UP**!

Life is infinitely **BETTER** without smoking!

See quitting as a **REWARD**, not an **ORDEAL**!

But even if you fail, are you any **WORSE OFF** than if you just kept smoking? At least give it a **GO!**

**DO NOT DEPRIVE YOURSELF OF THE
CHANCE TO BE FREE!**

Again, you'll only **STRUGGLE** if you think you're **LOSING** something of **VALUE!**

**STOPPING IS NOT PUNISHMENT!
SMOKING IS THE PUNISHMENT!**



You are about to receive the
GREATEST REWARD –
YOUR FREEDOM.

REJOICE!



ENJOY? Are you kidding?
You'll finally be able to **TASTE** it!

SAVOUR it!
Now you can **AFFORD** it, order the very **BEST!**

WILL I EVER BE
COMPLETELY
FREE?



Well, now you're **INFORMED**,
you have **CHOICE**.
That's **FREEDOM**.

LIFE WILL NEVER
BE THE SAME
AGAIN!



And **HALLELUJAH** for that! **NOW** you have a chance
to really **ENJOY** life.

Of course, you can always
CHOOSE to hand the keys back to your **JAILER**.

BUT I NEED
MY CRUTCH!



WHY, IS YOUR
LEG BROKEN?

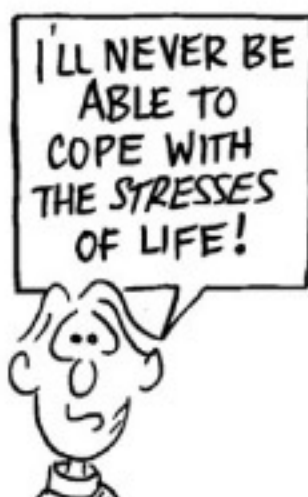


At least you're being **HONEST** about your **ADDICTION**.

Look, you **NEED AIR, WATER** and **FOOD**
for your **SURVIVAL**.

Smoking isn't a **NEED**. It isn't a **CRUTCH**.

It's a **TRAP**.



Animals in the wild face **STRESS** every time they are in the vicinity of predators.

They don't need **DRUGS** to cope.



Children don't need **DRUGS**.

They're **HIGH** on life!



So why do you think we turn to **DRUGS** to feel OK?

Because we feel
INCOMPLETE.

You didn't get hooked because you are **STUPID** –
and neither are today's young smokers,
who are extremely well
informed about
the **HAZARDS**
of smoking!



The reasons for starting smoking are still very much about
wanting to **FIT IN**, to **BE COOL** or to
PROVE ONESELF to **OTHERS** in some way.

Of course, the underlying **BELIEF** behind this is:



I AM INCOMPLETE
AS
I AM.

In other words, I need some **CRUTCH, PROP, MASK** or **ARMOUR** to **COMPLETE** me or **HIDE** my **INSECURITY**.



This arises because we mistakenly believe that **OTHERS** have something we lack – **STYLE, POWER, BEAUTY, COOLNESS** etc.

So, we **IMITATE** those we envy or **OUTDO** them in terms of **RISK-TAKING** or **DARING**, thinking that we will be more **APPRECIATED** or **RESPECTED**.



Think about those people
you thought you
needed to **IMPRESS**.



How many are
STILL smoking?

If you're still needing that
PROP to cope with feelings
of **INADEQUACY**, **STRESS**
or **HELPLESSNESS**, you are
still labouring under the
ILLUSION that you,
yourself, are **NOT ENOUGH**.



Does **SMOKING** make you feel **BETTER** about **YOURSELF**?

Are you **PROUD** that you smoke?

Has smoking made you feel more **ADEQUATE**?



Surely you realize that whatever the reasons were that caused you to start smoking, they no longer apply.



If you're really **HONEST**, you'll admit that you wish you'd never started. Nor can you explain why you continue to smoke.

And here's the **GREATEST IRONY**: you keep topping up the drug in order to **TEMPORARILY** feel the way a **NON-SMOKER** feels **ALL** the time!

The only reason you **LIGHT UP** is to get rid of the feeling of **NICOTINE WITHDRAWAL** which **NON-SMOKERS** do not suffer from in the first place!



The cigarette does not **RELIEVE** the empty feeling
– it **CAUSES** it!



In fact, when you
light a cigarette,
you are trying to feel the
way you did when
YOU were a **NON-SMOKER**.

THOSE TERRIBLE CRAVINGS

By now, you're probably itching to get on with it, but there's one **LAST THING** we need to take a look at: those so-called

'TERRIBLE CRAVINGS'.

This has been the little monster's tool to keep you hooked – that **NAGGING, EMPTY, INSECURE** feeling that has had you reaching for a cigarette.



If you really have **GOT IT**,
you will be very clear that these
cravings are mostly **MENTAL**.
If your **THINKING** is right, you're ready to follow the
instructions that will enable you to become a
HAPPY NON-SMOKER.

The biggest part of the job is **ALREADY DONE**.

Once you have the right **MIND-SET**, the **PHYSICAL** cravings are a **MINOR** part of the whole thing.

Even though they are **MINOR**, you will still benefit from having a few **STRATEGIES** for effectively dealing with the **LITTLE MONSTER** while he goes through his **FINAL DEATH THROES** in the first few days.

After all, he's about to be

STARVED!



He may not be happy about this, of course.
But **YOU SHOULD BE!**

Why would you **MOPE** about the death of a
SADISTIC TYRANT?

Shouldn't this be cause for
CELEBRATION?

NOTHING *BAD* IS HAPPENING!

The **PHYSICAL SENSATIONS** are only slight and will pass in a few days.

Regard any **COMPLAINT** from the monster as a sign that, at last, your **JAILER** is *DYING*, the door is open and you are now **FREE**!



REJOICE!



OK then, go on and **THINK** about it!
(Remember – what you resist **PERSISTS**.)

But **DO** think about it the **RIGHT WAY**.

Instead of thinking:

'I want a cigarette, but **CAN'T HAVE ONE**,

think: 'Isn't it great!

I DON'T NEED TO SMOKE any more!'

If you have woken up to the **BRAINWASHING**, you have
already **KILLED OFF** the **BIG MONSTER**.

Now, you need only take on his little **PARTNER**.

HANDLING THE LITTLE MONSTER

It's easy! There's no physical pain,
just an occasional '**EMPTY PANG**'.

When this comes, don't think of it as
'I want a cigarette',
instead recognize it as the **LITTLE MONSTER**
demanding its fix, and enjoy
STARVING IT TO DEATH.

In just a few days, you'll never have
to experience it again!



Those emotions were there

ANYWAY.

If this happens, don't worry. Any big change can be unsettling.

Ask yourself:

What am I really **ANGRY** about?

What do I really feel **NERVOUS** about?

What is the **GAP** in my life that I've used smoking to fill?

Then **ATTEND** to those needs.

They've just been **HIGHLIGHTED** so that you can **HEAL** them.

Ask yourself, what started your **SMOKING**?

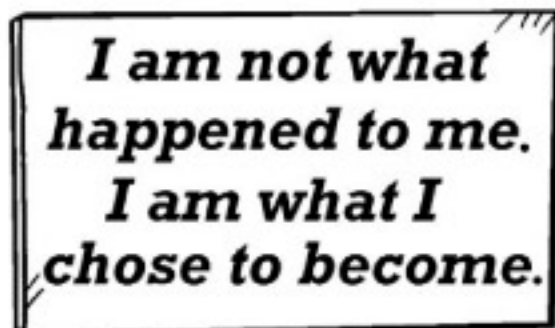


And did **SMOKING REALLY** help you feel more **GROWN UP**,
PEACEFUL, **LESS ANGRY**, **COOLER** or **BRAVE**?

**DID IT MAKE YOU LESS STRESSED? DO YOU STILL
ADMIRE ROLE MODELS BECAUSE THEY SMOKE?**

**DID SMOKING MAKE YOU FEEL BETTER
OR WORSE ABOUT YOURSELF?**

THERE'S A SAYING:



OK. So you made a **DUMB CHOICE** back then
for some pretty **DUMB** reasons...
(most people make several in a lifetime)

...but you now have the opportunity
to make the **BEST DECISION**
you will ever make – one which
you will be **PROUD** of
for the rest of your life...



YOU DON'T EVEN HAVE TO DO ANYTHING.

– SIMPLY DON'T LIGHT THE NEXT CIGARETTE!



Don't worry.
You'll remember before you actually light up and when you do remember, **DON'T MOPE** but **REJOICE** in the fact that you're now **FREE!**



You don't have to **IMAGINE** it.

HERE'S WHAT IT WILL BE LIKE:

You'll have
ENERGY TO BURN.



You'll **SLEEP BETTER.**



No more **FIDGETING** through a movie or a meal,
HANGING ON for a cigarette.



You'll **SMELL FRESH!**



You'll have **HEAPS MORE MONEY.**

And you'll **FEEL SORRY**
for those who **SMOKE.**

Can you picture future historians trying to make **SENSE** of this ridiculous thing called **SMOKING**?



WHAT ABOUT
THOSE BIG
LIFE EVENTS?...
DEATH, ILLNESS,
LOSS...HOW WILL
I GET THROUGH?



SOONER OR LATER, you'll
find yourself going through
a challenging experience
WITHOUT needing
to smoke!

THANK GOODNESS
I DON'T HAVE TO
WORRY ABOUT
SMOKING
AS WELL!



The reward is the feeling of **RELIEF** that you're **FREE**.



What does smoking do for you?

**ABSOLUTELY
NOTHING!**

What does smoking take from you?

**ABSOLUTELY
EVERYTHING!**

A truly wonderful thing is about to happen –

YOU ARE ABOUT TO RECLAIM

YOUR FREEDOM

AND

YOUR LIFE!

FINAL INSTRUCTIONS

STOP!

BEFORE YOU READ ON.

If you've **GOT IT**, but feel a little apprehensive, that's OK. The 'proof of the pudding is in the eating' as the saying goes.

BUT IF YOU STILL THINK:

- Smoking gives you any **RELIEF**
- You'll keep some cigarettes around 'just in case'
- That you're making some kind of '**SACRIFICE**'
 - Just **ONE** now and then won't hurt
 - That you can **CONTROL** your smoking
 - There's something **POSITIVE** in smoking
- You'll be less **HAPPY, PEACEFUL** or **FREE** without smoking...

YOU'RE NOT READY.

GO BACK AND READ THE BOOK AGAIN.

MAKE NOTES.

OPEN YOUR MIND!

Soon, you will be smoking the
VERY LAST CIGARETTE
that you will **EVER** smoke in your life.

This will be done with
a little **RITUAL**.



To signify your **LIBERTY**
but, more importantly,
to ensure that you have
the **CERTAINTY** to say:



If you have not smoked for a few days – just confirm
that you have already smoked your **FINAL CIGARETTE**.

If you have been smoking while reading this book,
even if you have already **LOST ANY DESIRE** to smoke,
prove it to yourself through this ceremony.



IT'S THE BIG GOODBYE.

SO HERE ARE YOUR FINAL INSTRUCTIONS FOR THE LAST CIGARETTE AND BEYOND:

1. Extinguish the final cigarette with a feeling of **ELATION**.



2. Be aware that the **LITTLE MONSTER** will be trying to **TRICK YOU**.

He'll moan...



he'll flirt...



he'll pretend to be your **BEST BUDDY**.

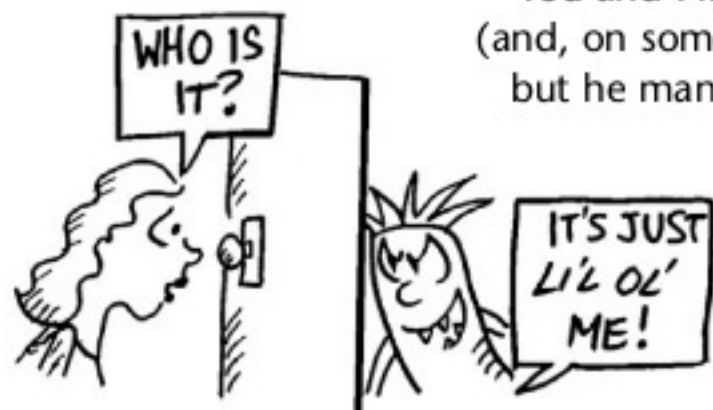


It's like in those **THRILLER MOVIES**...

There's the heroine, safe inside her house, while there's a **MONSTER** outside, banging on the door.



You and I know it's a **MONSTER** (and, on some level, so does she!), but he manages to **SWEET-TALK** her into thinking he's **HARMLESS**.



You're sitting there watching her start to **WAVER** and, next thing, the stupid fool is heading for the door...



You can't believe she would even **CONSIDER** opening it. Doesn't she know he can **KILL** her?



Well, *YOU* know better, don't you?

**YOU MUST NEVER, EVER
OPEN THAT DOOR!**

3. DON'T AVOID SMOKERS OR SMOKING SITUATIONS.



Go out and enjoy social occasions right from the start, even if you're surrounded by smokers. Realize you are not being **DEPRIVED – THEY ARE.**

4. DON'T ENVY SMOKERS.



Why would you envy someone who is **TRAPPED?**

You know what? Deep down, they envy **YOU** because every one of them will be wishing they could be like you – **FREE FROM THE WHOLE FILTHY NIGHTMARE!**

5. REMEMBER, THERE IS NO SUCH THING AS 'JUST ONE' CIGARETTE



'Just one' cigarette is the first link in a whole **CHAIN OF MISERY**. If you light up 'just one', you just create a craving for another.

THAT CRAVING WILL NEVER BE SATISFIED!

Smoking is like **BASHING YOUR HEAD AGAINST A WALL** just to remind yourself how good it feels to **STOP**, or wearing **TIGHT SHOES** just to feel the relief of **TAKING THEM OFF!**



6. DON'T PUT OFF BECOMING A NON-SMOKER.

You become a non-smoker as soon as you cut off the **MONSTER'S SUPPLY**.

**YOU ARE A NON-SMOKER
FROM THE MOMENT YOU
STUB OUT THE
FINAL CIGARETTE!**



7. DON'T WORRY IF YOUR THOUGHTS CENTRE ON SMOKING FOR A WHILE.



Why **WOULDN'T** they? A lot of your time as a **SMOKER** was spent **THINKING** about **SMOKING**. As a **NON-SMOKER**, you'll still **THINK** about it – after all, it's been a **BIG PART** of your life until now.

The thing is, you'll be thinking **DIFFERENTLY** about it, now.

**THINK ABOUT IT, BUT
NEVER EVER
QUESTION YOUR DECISION.**

Just hold **THIS** thought in your mind.



THE RITUAL

At last, it's time for the
CEREMONY OF THE LAST CIGARETTE.

LIGHT the last cigarette.



Feel it **BURNING** your **DELICATE LUNGS**.



Feel how **PRECIOUS** and **VITAL** they are.



BREATHE IN THE SMOKE.

Experience the **TASTE** of the cigarette
in your mouth.



Notice how truly **FOUL** that cigarette tastes.



Now, shift your attention to your
BEAUTIFUL, FAITHFUL HEART.



Feel how it **RACES.**



Think of how **MANY, MANY** times
your poor heart has had to **STRAIN**
like that as the drug has roared
through your **SYSTEM.**

Now, **STUB OUT** the cigarette
with a **FEELING OF ELATION**.



Gather up the **ASHTRAY** and the **BUTT**
and the **LIGHTER** and the **MATCHES**
and **ANYTHING** and **EVERYTHING**
to do with **SMOKING** and...



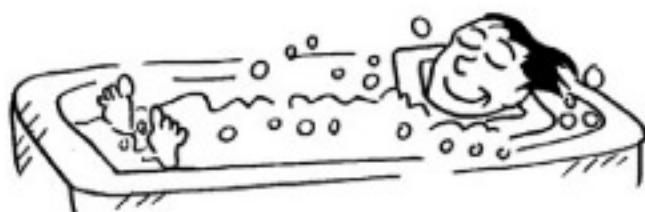
THROW THE WHOLE MESS IN THE BIN!



You might feel like dancing around yelling:
'I'M FREE, I'M FREE!'



Now **STRIP OFF** those
STINKING CLOTHES.



Take a **LONG,**
LUXURIOUS BATH.

WASH YOUR HAIR.



CLEAN YOUR TEETH.



SAVOUR how **CLEAN** and fresh you feel.

YOU'RE A HERO!



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