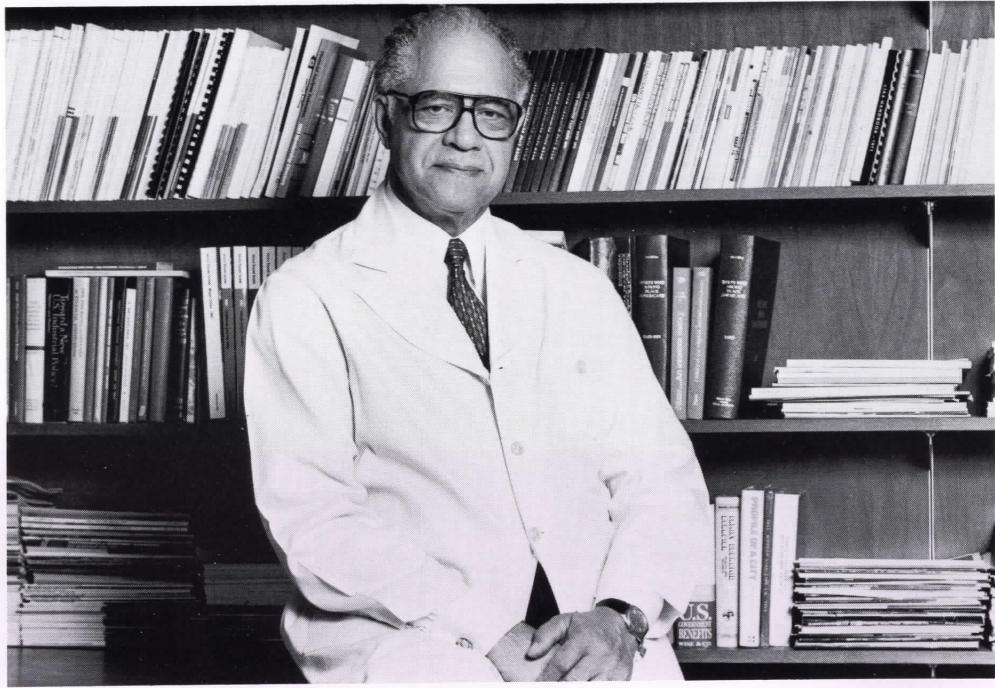


*Quit for  
Life*



***Get the most out of life —  
kick the smoking habit!***

**Dr. Charles Watts,  
Medical Director and  
Senior Vice President of  
North Carolina Mutual.**



Congratulations on joining North Carolina Mutual's Quit for Life program. You want to stop smoking. We at North Carolina Mutual will help.

- ▶ Quitting smoking is the single most important thing you can do for your health.
- ▶ Maybe you've tried to quit but couldn't find a way.
- ▶ *Quit for Life* gives you a way—an easy-to-follow guide for quitting smoking on your own.
- ▶ Your agent will help you get started today.

We're proud to offer you Quit for Life.

And we salute and support your effort to get free of the smoking habit.

Sincerely,

*Charles Watts*

Charles D. Watts, MD





**William J. Kennedy,  
President of  
North Carolina Mutual,  
recently quit smoking:**

"I would have quit years ago if I'd known where to start, or how good I'd feel without cigarettes. The next few pages tell you how Quit for Life can help. And you'll find out what others in the North Carolina Mutual community are saying about getting free of smoking."

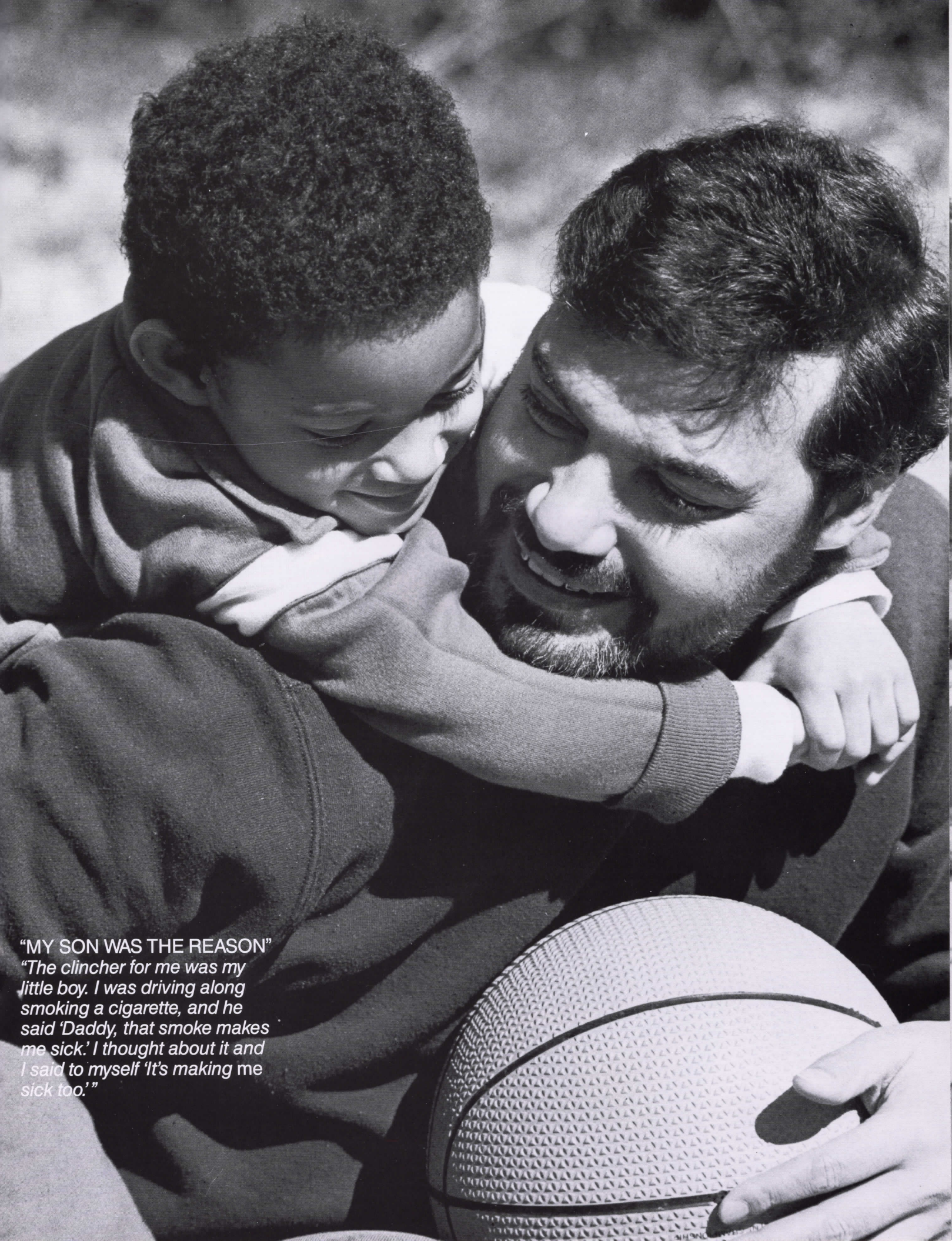


**How does my North  
Carolina Mutual  
Agent fit in?**



Today your agent will tell you how to use your Quit for Life Kit. He or she will help to get you started without trying to hassle or pressure you. With Quit for Life, you quit on your own. You are in charge of how and when you quit.

In a few weeks, your agent will come back to find out how you're doing, and what you think of Quit for Life.



**"MY SON WAS THE REASON"**  
*"The clincher for me was my little boy. I was driving along smoking a cigarette, and he said 'Daddy, that smoke makes me sick.' I thought about it and I said to myself 'It's making me sick too.'"*

**How can I get help  
with Quit for Life  
along the way?**



Meet Cynthia Campbell, Quit for Life's telephone Quitline advisor. Your agent will bring your Quit for Life kit. But *she's* the one to answer any questions you may have.

"Sometimes when you're trying to quit it's rough, and the people around you don't understand what you're going through. Maybe they've never smoked, or quit with no problem, so they don't realize what it's like for you. That's why I'm here. I'm an ex-smoker and I know what it's like to quit.

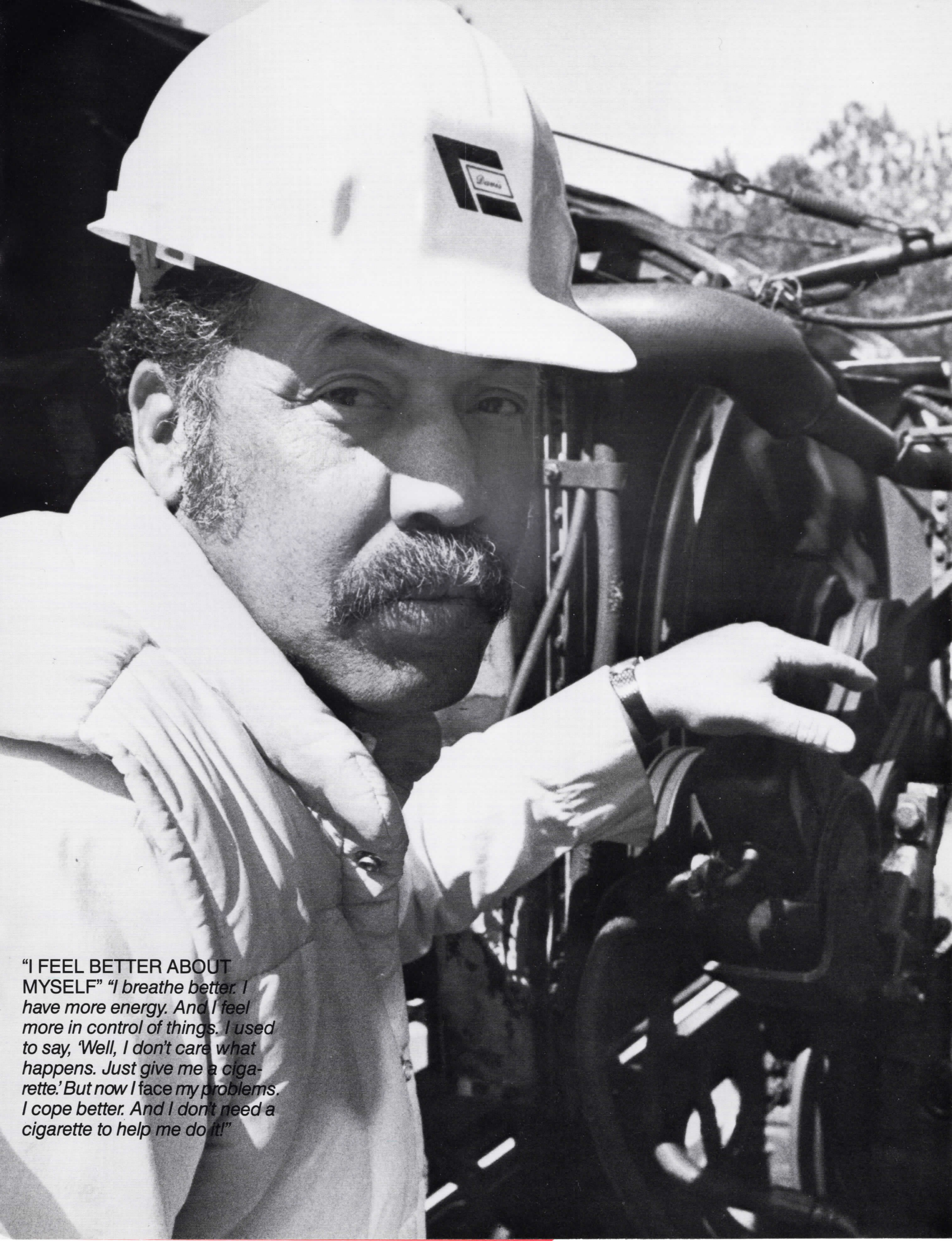
Plus, I have a degree in Health Education. I'm an experienced counselor, and

I'm backed by a team that includes a medical doctor and two professional quit smoking specialists.

So give me a call whenever you have questions about Quit for Life, or want to talk about what you're going through quitting smoking. Your calls are always free *and* confidential.

Call *toll free* from any phone between 9AM and 5PM (EST), Monday through Friday. Just dial 1-800-421-9103 (or 1-800-342-4588 in NC).

I look forward to talking with you."



**"I FEEL BETTER ABOUT MYSELF"** *"I breathe better. I have more energy. And I feel more in control of things. I used to say, 'Well, I don't care what happens. Just give me a cigarette.' But now I face my problems. I cope better. And I don't need a cigarette to help me do it!"*

## CREDITS

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