



**YOU DIDN'T
FAIL AT QUITTING.
YOU JUST HAVEN'T
FINISHED
THE PROCESS.**

With each quit, you learn more about what works for you
and get closer to **quitting for good**. So don't give up.

Get support for your next quit at

**EVERY
TRY
COUNTS
.GOV**



**EVERY TIME
YOU PUT OUT
A CIGARETTE
IS A NEW
CHANCE TO TRY
QUITTING AGAIN.**

The more you try to quit, the more you learn about what works for you. Keep going. You're getting closer to **quitting for good.**

Learn how to make your next quit at



HMM, HOW ABOUT GUM INSTEAD OF SMOKES?

If you're chewing that over, it's a sign you're ready to try quitting.
And since every quit attempt gets you closer to **becoming
a non-smoker**, take a small step today.

Get suggestions to help you quit at



IF AT FIRST
YOU DON'T
SUCCEED,
TRY, *TRY*,
TRY, TRY
AGAIN.

It takes most smokers multiple tries
to finally **quit smoking**. Don't give up.

Start quitting again at

EVERY
TRY
COUNTS
.GOV



You didn't fail at quitting.

You just haven't finished the process.



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