



**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

**EVERY  
TRY  
COUNTS  
.GOV**





# 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

**EVERY  
TRY  
COUNTS  
.GOV**



**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.

**EVERY  
TRY  
COUNTS  
.GOV**



You didn't fail at quitting.

You just haven't finished the process.



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

**EVERY  
TRY  
COUNTS  
.GOV**

