



**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



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.



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

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