



**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**

