



**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.**

**EVERY
TRY
COUNTS
.GOV**

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

**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
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.GOV**

