

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

Practice quitting at EveryTryCounts.gov.



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

With each quit, you learn more about what works for you, and get closer to quitting for good. Keep going at EveryTryCounts.gov.



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

It takes most smokers multiple
tries to finally quit smoking.
Keep going at EveryTryCounts.gov.



IF YOU TRIED TO QUIT BUT FAILED, KEEP YOUR HEAD UP.

With each quit, you learn more about what works for you, and get closer to quitting for good. Keep going at EveryTryCounts.gov.



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FDA



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**EVERY TIME
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OUT A
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IS A NEW
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AGAIN.**

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