

# How to Stop Smoking Once and For All

by Pavlok



# How To Tell When You Are Addicted to Nicotine

- **Do you** rarely go more than a few hours without smoking?
- **Have you** tried unsuccessfully in the past to stop?
- **Are you** bothered by symptoms of withdrawal?
- **Do you** want to stop, but don't know how to start?

If so, this book can give you the help you need.

Like other habits, you might be able to quit by resisting the urge to smoke.

But *unlike* other habits, both your brain *and your body* become dependent on nicotine.

In a way, you are being set up to fail. You are left trying to ignore your cravings, but you're faced with mental and physical withdrawal.

By getting started with this book, you have already made an important first step. If you are ready to stop smoking, what can you do next?

This book is divided into 2 sections, and will outline everything you need to know.

*Section one* will discuss the biology of smoking. It will describe what keeps you in the routine, and the ways in which it can turn into a powerful addiction.

*Section two* will break down the steps of eliminating your smoking habit. You'll get guidance on the fundamentals of ending any habit, the details and specifics of smoking, and a timeline for quitting -- *for good*.

Read on to find out how you can take back control, and have the results you always wanted.



# Section 1

In this section, we discuss:

- The biology of smoking
- How smoking becomes a habit
- The reasons you can't quit

# Chapter 1

## The Biology of Smoking

What makes people want to smoke?

In some cases, it's about the urge to feel calm. Sometimes, it's about wanting to feel energized.

In others, smoking is just something to do. Whether you are anxious, stressed, or just bored, smoking can make you feel occupied. This might be similar to biting your nails, using a stress ball, or chewing gum.

If you've been smoking for a long time, you might even come to dislike the way it can change your appearance. You might feel insecure about the odor, or uncomfortable with having to step outside and smoke.

Not to mention the way it affects you physically. Being unable to prevent yourself from smoking can create challenges across many areas of life.

Finally, while you might be able to recall some reasons why this habit started, they may not be the same now. Some of us began smoking at a young age when we couldn't deal with nervousness in any other way, and despite coming to know better, we cannot get out of the loop.

# Chapter 2

## How Smoking Becomes a Habit

There are psychological and biological explanations for why we might begin smoking.

And through repetition, almost any behavior can turn into a routine. When we consistently smoke, this action can be learned by the more survival-oriented parts of the brain.

Then, when we encounter a cue -- like the anxiety, stress, or boredom we mentioned earlier -- the brain can automatically trigger a craving to perform an action it believes will make us feel better.

The more often we smoke, the more we teach our brains that smoking is an appropriate way to respond to the cue. When you've reached the point that you find yourself smoking on a daily basis, that means that the brain is basically reinforcing the habit for you.

# Chapter 3

## Why it's so Hard to Stop

You do have the option of resisting the temptation to smoke. This requires a lot of willpower, and even after nicotine leaves your system physically, you would still be faced with psychological withdrawal.

That could take a *while*. And, if you've tried this in the past, you might already know that it only takes one weak moment for your brain to successfully complete the action, and then ... you'll need to start all over again.

What makes smoking so difficult to stop?

In a way, it could be as simple as a distraction. When we're feeling tired, down, or nothing at all, having a quick go-to behavior actually offers the brain some stimulation.

Nicotine is the second most popular drug worldwide (caffeine being the first), and part of this is due to its unique effects on concentration and memory enhancement. It causes an influx of acetylcholine, a key neurotransmitter in long-term memory formation, concentration, and alertness. It also increases the bioavailability of norepinephrine, commonly known as the "fight or flight" neurotransmitter. This compounds its positive effects on alertness.

As blood concentration levels of nicotine increase, dopamine is also released in the brain; this parallels the effects of psychostimulants like amphetamine (Adderall) and methamphetamine to further enhance concentration. It also reflects rates of dependency associated with drugs in this category, as dopamine activates the reward system of the brain, known as the mesolimbic pathway.

By inducing the release of dopamine and serotonin, nicotine functions as an antidepressant. At higher doses, nicotine also stimulates endogenous opioid receptors in the brain, which work with serotonin to reduce pain and produce a calming sense of well-being.

### **Addictive qualities**

Upon reaching the brain, nicotine stimulates the release of several different neurotransmitters within seconds. This capacity for sudden stimulation across all neurological systems, referred to as global activation, heightens its risk of addiction.

By rapidly influencing these neurotransmitter concentrations, tobacco quickly changes a smoker's definition of normal cognitive functioning. It collectively functions as a stimulant, antidepressant, painkiller, and sedative. For these reasons, it comes as no surprise that 44.3% of cigarettes are smoked by individuals suffering from one or more mental illnesses (National Alliance on Mental Illness, 2015). These users are essentially using cigarettes in order to self-medicate.



When we don't have enough serotonin -- or, if we've become sensitized to it -- we can feel compulsive urges to perform actions that will bring us more.

Lots of things can increase serotonin levels. You probably engage in several behaviors every day that cause a release of serotonin in the brain.

But, despite the fact serotonin is available in other ways, your brain has created an association between serotonin and smoking. This means that, even if you have a serotonin supplement in your hand, you will still feel the desire to throw it out so you can smoke instead.

At this point, it doesn't matter what information you have. Our brains are focused on survival, not reason. It is bound to rely on what it has learned in order to bring the changes it wants to experience.

Other than ignoring your cravings, there is another option: you can teach your brain a new lesson about smoking.

# Section 2: The How

In this section, we discuss:

- The fundamentals of ending a habit
- Teach your brain a new lesson
- Your timeline to stop smoking

# Chapter 4

## The Fundamentals of Ending a Habit

If you're ready to stop smoking, it is important to make the official decision to break the habit. Even if you've tried a hundred times before, you need to send your brain the message that you are serious this time. The sooner you absorb this, the sooner it will stop trying to make you smoke.

Following these guidelines will take care of some of the most common reasons for failure, and secure your success!

### **Have the right frame of mind**

You cannot think of yourself as giving up smoking. This fosters a sense of deprivation, and forces you to maintain iron willpower as you constantly avoid what you cannot have.

Instead, consider this in terms of what you will gain; more freedom, better health, confidence -- personalize your goals so you can stay in-touch with your reasons for stopping.

And if you still find yourself drawn to the idea that you are giving something up, remind yourself of the downsides of smoking -- quitting will greatly reduce your risk of cancer.

## **Know your triggers**

With many habits, especially one as addictive as smoking, we may find ourselves responding to a cue without even realizing it. So, to ensure success, become aware of what makes you bite your nails.

Triggers can be based on locations, feelings, people, or even time of day. Once you know where you'll likely want to smoke, you can prepare yourself in advance.

## **Come up with substitutes**

When you have smoking on your mind, it's hard to do anything other than smoke.

There's no reason this needs to be any harder than it should be. So, you can do yourself a huge favor by creating a list of go-to alternatives!

It's hard to smoke if you're knitting, writing, drawing, playing a game on your smartphone, or chewing gum. There are tons of options available to keep your hands and mouth busy -- we suggest you come up with a few that will work with your schedule, and give them a try!

It doesn't matter if you're necessarily good at these hobbies or not. All that matters is that you can find distraction when you need it.

## **Have a structure of support**

When you're first starting out, you may feel a little vulnerable and insecure about your decision. This is normal -- remember, the brain has learned that this is an acceptable way to find relief.

You don't need to struggle alone. You are only as strong as your weakest moment -- or the distraction you keep on-hand. Having friends you can call, or organizing an accountability partner, can be your safety net of success.

# Chapter 5

## Teach Your Brain a New Lesson

As we said before, for those who smoke regularly, the brain has created an association between smoking and reward. You can break your habit by waiting for this association to fade from existence, or... you can add your own association into the mix.

While other techniques focus on using conscious thought and maintaining motivation to make a change, using this tactic is much more basic -- and it's faster, too.

Basically, the brain likes things that make us feel good. It avoids things that make us feel bad. That's the reason you might find yourself suddenly hating a once-loved food after it makes you terribly sick.

Any action can be paired with a pleasant or unpleasant association to change behavior. So, by changing the way your brain experiences smoking, you can change its desire to perform the habit again.

# PAVLOK

Meet Pavlok.

The world's first tested wearable device that utilizes aversive conditioning to break bad habits.

What's aversive conditioning? You perform a bad habit at the same time you feel an electric stimulus. Your brain begins to associate the two stimuli together -- until it no longer *likes* the bad habit.



Pavlok has been featured in the New York Times, Jimmy Fallon Show, ABCs The Doctors, the Steve Harvey Show and more. Over 15,000 people have used Pavlok to quit their habit -- smoking, nail biting, mindless eating, and sleeping in are among the most common.

If you really want to quit, try Pavlok's 7-day Break a Bad Habit Program. Simply follow the instructions daily, while you wear your device, to build the aversion. You should notice a reduction in craving within the first few days!

It's that simple.

# PAVLOK

**This month, soon-to-be-non-smokers get Pavlok for 20% off**

**Step 1: Go to [pavlok.com](https://pavlok.com)**

**Step 2: Use code SMOKING20 at checkout to save 20% off Pavlok.**

