

PENGUIN BOOKS
ALLEN CARR'S EASY WAY TO STOP SMOKING

WHAT THE MEDIA SAY ABOUT THE ALLEN CARR METHOD:

'I was exhilarated by a new sense of freedom' Independent 'An intelligent and original method'
Evening Standard

WHAT ESTABLISHED PROFESSIONALS AND MEDICAL PRACTITIONERS SAY ABOUT
THE ALLEN CARR METHOD:

'I have no hesitation in supporting Allen Carr's work in helping smokers quit. Many quitting clinics use some of his techniques, but it would appear few do so in quite such a successful package' A personal view from Professor Judith Mackay, MBE, Director, Asian Consultancy on Tobacco Control and World Health Organization Expert, Advisory Panel on Tobacco and Health

'It is a remarkable fact that Allen Carr, on his own admission a non-professional in behavior modification, should have succeeded where countless psychologists and psychiatrists holding postgraduate qualifications have failed, in formulating a SIMPLE and EFFECTIVE way to stop smoking'

Dr William Green, Head of the Psychiatric Department, Matilda Hospital, Hong Kong

'I was really impressed by the method. In spite of Allen Carr's success and fame, there were no gimmicks and the professional approach was something a GP could readily respect. I would be happy to give a medical endorsement of the method to anyone'

Dr P.M. Bray

'I have observed the Allen Carr method, "The Easy Way to Stop Smoking" at first hand on several occasions. I have found it to be very successful. I wholeheartedly support it as an effective way to stop smoking'

Dr Anil Visram, B.Sc., MBBch, FRCA, Consultant,
The Royal Hospitals NHS Trust, Royal London Hospital, UK

ABOUT THE AUTHOR

The common thread running through Allen Carr's work *is* the removal of fear. Indeed, his genius lies in eliminating the phobias and anxieties which prevent people from being able to enjoy life to the full, as his bestselling books *Allen Carr's Easy Way to Stop Smoking*, *The Only Way to Stop Smoking Permanently*, *Allen Carr's Easyweigh to Lose Weight*, *How to Stop Your Child Smoking*, and now *The Easy Way to Enjoy Flying*, vividly demonstrate.

A successful accountant, Allen Carr's hundred-cigarettes-a-day addiction was driving him to despair until, in 1983, after countless failed attempts to quit, he finally discovered what the world had been waiting for—the Easy Way to Stop Smoking. He has now built a network of clinics that span the globe and has a phenomenal reputation for success in helping smokers to quit.

His books have been published in over twenty different languages and video, audio and CD-ROM versions of his method are also available.

Tens of thousands of people have attended Allen Carr's clinics where, with a success rate of over 95%. he guarantees that you will find it easy to quit smoking or your money back. A full list of clinics appears in the back of this book. Should you require any assistance do not hesitate to contact your nearest therapist. Weight-control sessions are now offered at a selection of these clinics. A full corporate service is also available enabling companies to implement no-smoking policies simply and effectively. All correspondence and enquiries about ALLEN CARR'S BOOKS, VIDEOS, AUDIO TAPES AND CD-ROMS should be addressed to the London Clinic.

ALLEN CARR'S

EASY WAY TO

STOP SMOKING

THIRD EDITION

PENGUIN BOOKS

PENGUIN HOOKS

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To the smokers I have failed to cure,
I hope it will help them to get free
And to Sid Sutton But most of all to Joyce

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Preface

At last the miracle cure all smokers have been waiting for:

- * Instantaneous
- * Equally effective for the heavy smoker
- * No bad withdrawal pangs
- * Needs no willpower
- * No shock treatment
- * No aids or gimmicks required
- * You will not even put on weight
- * Permanent

If you are a smoker all you have to do is read on.

If you are a non-smoker purchasing for loved ones all you have to do is persuade them to read the book. If you cannot persuade them, then read the book yourself, and the last chapter will advise you how to get the message across - also how to prevent your children from starting. Do not be fooled by the fact that they hate it now. All children do before they become hooked. *How to Stop Your Child Smoking* is published in Penguin.

Warning

Perhaps you are somewhat apprehensive about reading this book. Perhaps, like the majority of smokers, the mere thought of stopping fills you with panic and although you have every intention of stopping one day, it is not today.

If you are expecting me to inform you of the terrible health risks that smokers run, that smokers spend a small fortune during their smoking lives, that it is a filthy, disgusting habit and that you are a stupid, spineless, weak-willed jellyfish, then I must disappoint you. Those tactics never helped me to quit and if they were going to help you, you would already have quit.

My method, which I shall refer to as EASYWAY doesn't work that way. Some of the things that I am about, to say, you might find difficult to believe. However by the time you've finished the book, you'll not only believe them, but wonder how you could ever have been brainwashed into believing otherwise.

There is a common misapprehension that we choose to smoke. Smokers no more choose to smoke than alcoholics choose to become alcoholics, or heroin addicts choose to become heroin addicts. It is true that we choose to light those first experimental cigarettes. I occasionally choose to go to the cinema, but I certainly didn't choose to spend my whole life in a cinema.

Please reflect on your life. Did you ever make the positive decision that at certain times in your life, you couldn't enjoy a meal or a social occasion without smoking, or that you couldn't concentrate or handle stress without a cigarette? At what stage did you decide that you needed cigarettes, not just for social occasions, but that you needed to have them permanently in your presence, and felt insecure, even panic-stricken without them?

Like every other smoker, you have been lured into the most sinister subtle trap that man and nature have combined to devise. There is not a parent on this planet, whether they be smoker or non-smoker, that likes the thought of their children smoking. This means that all smokers wish they had never started. Not surprising really, no one needs cigarettes to enjoy meals or cope with stress before they get hooked.

At the same time all smokers wish to continue to smoke. After all, no one forces us to light up, whether we understand the reason or not, it is only smokers themselves that decide to light up.

If there were a magic button that smokers could press to wake up the following morning as if they never lit that first cigarette, the only smokers there would be tomorrow morning would be the youngsters who are still at the experimental stage. The only thing that prevents us from quitting is: FEAR!

Fear that we will have to survive an indeterminate period of misery, deprivation and unsatisfied craving in order to be free. Fear that a meal or social occasion will never be quite as enjoyable without a cigarette. Fear that we'll never be able to concentrate, handle stress or be as confident without our little crutch. Fear that our personality and character will change. But most of all, the fear of 'once a smoker always a smoker,' that we will never be completely free and spend the rest of our lives at odd times craving the occasional cigarette. If, as I did, you have already tried all the conventional ways to quit and been through the misery of what I describe as the willpower method of stopping, you will not only be affected by that fear, but convinced you can never quit.

If you are apprehensive, panic-stricken or feel that the time is not right for you to give up, then let me assure you that your apprehension or panic is caused by fear. That fear is not relieved by cigarettes but

created by them. You didn't decide to fall into the nicotine trap. But like all traps, it is designed to ensure that you remain trapped. Ask yourself, when you lit those first experimental cigarettes, did you decide to remain a smoker as long as you have? So when are you going to quit? Tomorrow? Next, year? Stop kidding yourself! The trap is designed to hold you for life. Why else do you think all these other smokers don't quit before it kills them?

This book was first published by Penguin a decade ago and has been a bestseller every year since then, I now have ten years' feedback. As you will soon be reading, the feedback has revealed information that has exceeded my wildest aspirations of the effectiveness of my method. It has also revealed two aspects of EASYWAY that have caused me concern. The second I will be covering later. The first arose from the letters that I have received. I give three typical examples:

I didn't believe the claims you made and I apologize for doubting you. It was just as easy and enjoyable as you said it would be. I've given copies of your book to all my smoking friends and relatives, but I can't understand why they don't read it,

I was given your book eight years ago by an ex-smoking friend, I've just got around to reading it. My only regret is that I wasted eight years.

I've just finished reading EASYWAY. I know it has only been four days, but I feel so great, I know I'll never need to smoke again. I first started to read your book five years ago, got half-way through and panicked. I knew that if I went on reading I would have to stop. Wasn't I silly?

No, that particular young lady wasn't silly. I've referred to a magic button. EASYWAY works just like that magic button. Let me make it quite clear, EASYWAY isn't magic, but for me and the hundreds of thousands of ex-smokers who have found it so easy and enjoyable to quit. it seems like magic!

This is the warning. We have a chicken and egg situation. Every smoker wants to quit and every smoker can find it easy and enjoyable to quit. It's only fear that prevents smokers from trying to quit. The greatest gain is to be rid of that fear. But you won't be free of that fear until you complete the book. On the contrary, like the lady in the third example, that fear might increase as you read the book and this might prevent you from finishing it.

You didn't decide to fall into the trap, but be clear in your mind, you won't escape from it unless you make a positive decision to do so. You might already be straining at the leash to quit. On the other hand you might be apprehensive, Either way please bear in mind: **YOU HAVE ABSOLUTELY NOTHING TO LOSE!**

If at the end of the book you decide that you wish to continue to smoke, there is nothing to prevent you from doing so. You don't even have to cut down or stop smoking while you are reading the book, and remember, there is no shock treatment. On the contrary, I have only good news for you. Can you imagine how the Count of Monte Cristo felt when he finally escaped from that prison? That's how I felt when I escaped from the nicotine trap. That's how the millions of ex-smokers who have used my method feel. By the end of the book: **THAT'S HOW YOU WILL FEEL!**

GO FOR IT!

Introduction

'I'M GOING TO CURE THE WORLD OF SMOKING.'

I was talking to my wife. She thought that I had flipped. Understandable if you consider that she had watched me fail on numerous attempts to quit. The most recent had been two years previously. I'd actually survived six months of sheer purgatory before I finally succumbed and lit a cigarette. I'm not ashamed to admit that I cried like a baby. I was crying because I knew that I was condemned to be a smoker for life. I'd put so much effort into that attempt and suffered so much misery that I knew I would never have the strength to go through that ordeal again. I'm not a violent man, but if some patronizing non-smoker had been stupid enough at that moment to suggest to me that all smokers can find it easy to quit, immediately and permanently, I would not have been responsible for my actions. However, I'm convinced that any jury in the world, comprised of smokers only, would have pardoned me on the grounds of justifiable homicide.

Perhaps you too find it impossible to believe that any smoker can find it easy to quit. If so, I beg you not to cast this book into the rubbish bin. Please trust me. I assure you that even you can find it easy to quit.

Anyway, there I was two years later, having just extinguished what I knew would be my final cigarette, not only telling my wife that I was already a non-smoker, but that I was going to cure the rest of the world. I must admit that at the time I found her skepticism somewhat irritating. However, in no way did it diminish my feeling of exaltation, I suppose that my exhilaration in knowing that I was already a happy non-smoker distorted my perspective somewhat. With the benefit of hindsight, I can sympathize with her attitude, I now understand why Joyce and my close friends and relatives thought I was a candidate for the funny farm.

As I look back on my life, it seems that my whole existence has been a preparation for solving the smoking problem. Even those hateful years of training and practicing as a chartered accountant were invaluable in helping me to unravel the mysteries of the smoking trap. They say you can't fool all the people all of the time, but I believe the tobacco companies have done just that for years. I also believe that I am the first to really understand the smoking trap. If I appear to be arrogant, let me hasten to add that it was no credit to me, just the circumstances of my life.

The momentous day was 15 July 1983, I didn't escape from Colditz, but I imagine those who did felt the same sense of relief and exhilaration as I did when I extinguished that final cigarette. I realized I had discovered something that every smoker was praying for: an easy way to stop smoking.

After testing out the method on smoking friends and relatives, I gave up accountancy and became a full-time consultant, helping other smokers to get free.

I wrote the first edition of this book in 1985. One of my failures, the man I describe in chapter 25, was the inspiration. He visited me twice, and we were both reduced to tears on each occasion. He was so agitated that I couldn't get him to relax enough to absorb what I was saying. I hoped that if I wrote it all down, he could read it in his own good time, as many times as he wanted to, and this would help him to absorb the message.

I was in no doubt that EASYWAY would work just as effectively for other smokers as it had for me. However, when I contemplated putting the method into book form, I was apprehensive. I did my own market research. The comments were not very encouraging:

'How can a book help me to quit? What I need is willpower!'

'How can a book avoid the terrible withdrawal pangs?'

In addition to these pessimistic comments, I had my own doubts. Often at the clinics it became obvious that a client had misunderstood an important point that I was making. I was able to correct the situation. But how would a book be able to do that? I remembered well the times when I studied to qualify as an accountant, when I didn't understand or agree with a particular point in a book, the frustration because you couldn't ask the book to explain, I was also well aware, particularly in these days of television and videos, that many people are not accustomed to reading.

Added to all these factors, I had one doubt that overrode all the rest. I wasn't a writer and was very conscious of my limitations in this respect. I was confident that I could sit down face to face with a smoker and convince that smoker how much more enjoyable social occasions

to regard it as their failure. We regard it as our failure, we failed to convince those smokers just how easy and enjoyable it is to quit.

I dedicated the first edition to the smokers that I had failed to cure. That failure rate was based on the money-back guarantee that we give at our clinics. The average current failure rate of our clinics world-wide is under 5 per cent. That means a success rate of over 95 per cent,

Although I was aware that I had discovered something marvelous, I never in my wildest dreams expected to achieve such rates. You might well argue that if I genuinely believed that I would cure the world of smoking, I must have expected to achieve 100 per cent.

No, I never ever expected to achieve 100 per cent. Snuff-taking was the previous most popular form of nicotine addiction until it became antisocial and died. However, there are still a few weirdoes that continue to take snuff and probably, there always will be. Amazingly, the Houses of Parliament are one of the last bastions of snuff-taking. I suppose this is not so surprising when you think about it, politicians are generally about a hundred years behind the times. So there will always be a few weirdoes that will continue to smoke, I certainly never expected to have to cure every smoker personally.

What I thought would happen was that once I had explained the mysteries of the smoking trap and dispelled such illusions as:

- * Smokers enjoy smoking
- * Smokers choose to smoke
- * Smoking relieves boredom & stress
- * Smoking aids concentration and relaxation
- * Smoking is a habit
- * It takes willpower to quit
- * Once a smoker always a smoker
- * Telling smokers that it kills them helps them to quit
- * Substitutes, particularly nicotine replacement, helps smokers to quit,

in particular, when I had dispelled the illusion that it is difficult to quit and that you have to go through a transitional period of misery in order to do so, I naively thought that the rest of the world would also see the light and adopt my method.

I thought my chief antagonist would be the tobacco industry. Amazingly, my chief stumbling blocks were the very institutions that I thought would be my greatest allies: the media, the Government, organizations like ASH, QUIT and the established medical profession.

You've probably seen the film *Sister Kenny*. In case you haven't, it was about the time when infantile paralysis or polio was the scourge of our children. I vividly remember that the words engendered the same fear in me as the word cancer does today. The effect of polio was not only to paralyze the legs and arms but to distort the limbs. The established medical treatment was to put those limbs in irons and thus prevent the distortion. The result was paralysis for life.

Sister Kenny believed the irons inhibited recovery and proved a thousand times over that the muscles could be re-educated so that the child could walk again. However, Sister Kenny wasn't a doctor, she was merely a nurse. How dare she dabble in a province that was confined to qualified doctors? It didn't seem to matter that Sister Kenny had found the solution to the problem and had proved her solution to be effective. The children that were treated by Sister Kenny knew she was right, so did their parents, yet the established medical profession not only refused to adopt her methods but actually prevented her from practicing. It took Sister Kenny twenty years before the medical profession would accept the obvious.

I first saw that film years before I discovered EASYWAY, The film was very interesting and no doubt there was an element of truth. However, it was equally obvious that Hollywood had used a large portion of poetic license. Sister Kenny couldn't possibly have discovered something that the combined knowledge of medical science had failed to discover. Surely the established medical specialists weren't the dinosaurs they were being portrayed as? How could it possibly have taken them twenty years to accept the facts that were staring them in the face?

They say that fact is stranger than fiction, I apologize for accusing the makers of *Sister Kenny* for using poetic license. Even in this so-called enlightened age of modern communications, after fourteen years, even having access to modern communications, I've failed to get my message across. Oh, I've proved my point, the only reason that you are reading this hook is because another ex-smoker has recommended it to you. Remember, I don't have the massive financial power of institutions like the BMA, ASH or QUIT. Like Sister Kenny, I'm a lone individual. Like her. I'm only famous because my system works. I'm already regarded as the number-one guru on helping smokers to quit. Like Sister Kenny, I've proved my point. But Sister Kenny proved her point. What good did that do if the rest of the world was still adopting procedures which were the direct opposite to what they should be?

The last sentence of this book is identical to that in the original manuscript:

There is a wind of change in society, A snowball has started that I hope this book will help turn into an avalanche.

From my remarks above, you might have drawn the conclusion that I am no respecter of the medical profession. Nothing could be further from the truth. One of my sons is a doctor and I know of no finer profession. Indeed we receive more recommendations to our clinics from doctors than from any other source, and surprisingly, more of our clients come from the medical profession than any other single profession.

In the early years, I was generally regarded by the doctors as being somewhere between a charlatan and a quack. In August 1997, I had the great honor to be invited to lecture to the 10th World Conference on Tobacco or Health held in Beijing. I believe that I am the first non-qualified doctor to receive such an honor. The invitation itself is a measure of the progress that I have made.

However, I might just as well have been lecturing to a brick wall. Since the nicotine chewing-gum and the patch have failed to cure the problem, smokers themselves appear to have accepted that you don't get cured from addiction to a drug by prescribing the same drug. It's equivalent to saying to a heroin addict: don't smoke heroin, smoking is dangerous, try injecting it into your vein (don't try this with nicotine, it will kill you instantly). Because the medical profession and the media haven't a clue about helping smokers to quit, they concentrate on telling smokers what they already know: smoking is unhealthy, it's filthy and disgusting, it's antisocial and expensive. It never seems to occur to them that smokers do not smoke for the reasons that they shouldn't smoke. The real problem is to remove the reasons that they do smoke.

On national no-smoking days, the medical experts say something like: 'This is the day that every smoker tries to quit!' Every smoker knows that it is the one day in the year that most smokers will smoke twice as many as they usually do and twice as blatantly, because smokers don't like being told what to do, particularly by people who dismiss smokers as mere idiots and don't understand why they smoke.

Because they don't completely understand smokers themselves or how to make it easy for smokers to quit, their attitude is 'Try this method. If it doesn't work try another: Can you imagine if there were ten different ways of treating appendicitis? Nine of them cured 10 per cent of the patients, which means they killed 90 per cent of them and the tenth way cured 95 per cent. Imagine that knowledge of the tenth method had been available for over fourteen years, but the vast majority of the medical profession was still recommending the other nine.

One of the doctors at the conference raised a very pertinent point that hadn't occurred to me. **He** pointed out that doctors might well find themselves liable to a legal action for malpractice, by not advising their patients of the best way to quit smoking. Ironically he was a great advocate of nicotine replacement therapy (nicotine gums, patches, etc.), I try hard not to be vindictive, but I hope he becomes the first victim of his suggestion.

As I write, the Government has just wasted £2.5 million on a shock TV campaign trying to persuade youngsters not to get hooked. They might just as well have wasted it on trying to persuade them that motorbikes can kill you. Do they not realize that youngsters know that one cigarette won't kill them and that no youngster ever expects to get hooked? The link between smoking and lung cancer has been established for over forty years. Yet more youngsters are becoming hooked nowadays than ever before. Youngsters don't need to watch smoking horrors on TV. Smokers tend to avoid such programmes anyway. Practically every youngster in the country has witnessed the actual devastation that smoking causes within their own family. I watched my father and my sister destroyed by the weed; that didn't prevent me from falling into the trap.

I appeared on a national TV programme with a doctor from Ash who had never smoked in her life and had never cured a single smoker, categorically informing the nation how this campaign would prevent youngsters from becoming hooked. If only the government had had the common sense to give that £2.5 million to me, I could have financed a campaign that would have guaranteed the death of nicotine addiction within a few years.

I truly believe that the snowball has become a football. But after fourteen years that is still a spit in the ocean. I'm grateful to the thousands of ex-smokers who have visited my clinics, read my books, watched my videos and recommended EASYWAY to their friends, relatives and anyone who will listen to them, and I pray that you continue to do so. However, the snowball won't become an avalanche until the medical profession and the media stop recommending methods that make it harder to quit and accept that EASYWAY is not just another method: **BUT THE ONLY**

SENSIBLE METHOD TO USE!

I don't expect you to believe me at this stage, but by the time you have finished the book, you will understand. Even the comparatively few failures that we have say something like: 'I haven't succeeded yet, but your way is better than any I know.'

If when you finish the book, you feel that you owe me a debt of gratitude, you can more than repay that debt. Not just by recommending EASYWAY to your friends, but whenever you see a TV or radio programme, or read a newspaper article advocating some other method, write to them or phone them asking why they aren't advocating EASYWAY. That will start the avalanche and if I live to witness it, I will die a happy man.

This third edition of EASYWAY is to give you the state of the art technology on just how easy and enjoyable it is to quit smoking. Do you have a feeling of doom and gloom? Forget it. I've achieved some marvelous things in my life. By far the greatest was to escape from the slavery of nicotine addiction. I escaped over fourteen years ago and still cannot get over the joy of being free. There is no need to feel depressed, nothing bad is happening, on the contrary, you are about to achieve something that every smoker on the planet would love to achieve: TO BE FREE!

1 The Worst Nicotine Addict I Have Yet to Meet

Perhaps I should begin by describing my competence for writing this book. No, I am not a doctor or a psychiatrist; my qualifications are far more appropriate. I spent thirty-three years of my life as a confirmed smoker. In the later years I smoked a hundred a day on a bad day, and never less than sixty.

During my life I had made dozens of attempts to stop. I once stopped for six months, and I was still climbing up the wall, still standing near smokers trying to get a whiff of the tobacco, still traveling in the smokers' compartments on trains.

With most smokers, on the health side, it's a question of 'I'll stop before it happens to me.' I had reached the stage where I knew it was killing me. I had a permanent headache with the pressure of the constant coughing. I could feel the continuous throbbing in the vein that runs vertically down the centre of my forehead, and I honestly believed that any moment there would be an explosion in my head and I would die from a brain hemorrhage. It bothered me, but it still didn't stop me.

I had reached the stage where I gave up even trying to stop. It was not so much that I enjoyed smoking. Some time in their lives most smokers have suffered from the illusion that they enjoy the odd cigarette, but I never suffered from that illusion. I have always detested the taste and smell, but I thought a cigarette helped me to relax. It gave me courage and confidence, and I was always miserable when I tried to stop, never being able to visualize an enjoyable life without a cigarette.

Eventually my wife sent me to a hypnotherapist. I must confess that I was completely skeptical, knowing nothing about hypnosis in those days and having visions of a Svengali-type figure with piercing eyes and a waving pendulum. I had all the normal illusions that smokers have about smoking except one I knew that I wasn't a weak-willed person. I was in control of all other aspects of my life but cigarettes controlled me. I thought that hypnosis involved the forcing of wills, and although I was not obstructive (like most smokers, I dearly wanted to stop), I thought no one was going to kid me that I didn't need to smoke.

The whole session appeared to be a waste of time. The hypnotherapist tried to make me lift my arms and do various other things. Nothing appeared to be working properly. I didn't lose consciousness. I didn't go into a trance, or at least I didn't think I did, and yet after that session not only did I stop smoking but I actually enjoyed the process even during the withdrawal period.

Now, before you go rushing off to see a hypnotherapist, let me make something quite clear. Hypnotherapy is a means of communication. If the wrong message is communicated, you won't stop smoking. I'm loath to criticize the man whom I consulted because I would be dead by now if I hadn't seen him. But it was in spite of him, not because of him. Neither do I wish to appear to be knocking hypnotherapy; on the contrary, I use it as part of my own consultations. It is the power of suggestion and a powerful force that can be used for good or evil. Don't ever consult a hypnotherapist unless he or she has been personally recommended by someone you respect and trust.

During those awful years as a smoker I thought that my life depended on cigarettes, and I was prepared to die rather than be without them. Today people ask me whether I ever have the odd pang. The answer is, 'Never, never, never' - just the reverse. I've had a marvelous life. If I had died through smoking, I couldn't have complained, I have been a very lucky man, but the most marvelous thing that has ever happened to me is being freed from that nightmare, that slavery of having to go through life systematically destroying my own body and paying through the nose for the privilege.

Let me make it quite clear from the beginning: I am not a mystical figure. I do not believe in

magicians or fairies. I have a scientific brain, and I couldn't understand what appeared to me like magic. I started reading up on hypnosis and on smoking. Nothing I read seemed to explain the miracle that had happened. Why had it been so ridiculously easy to stop, whereas previously it had been weeks of black depression?

It took me a long time to work it all out, basically because I was going about it back to front. I was trying to work out why it had been so easy to stop, whereas the real problem is trying to explain why smokers find it *difficult* to stop. Smokers talk about the terrible withdrawal pangs. but when I looked back and tried to remember those awful pangs, they didn't exist for me. There was no physical pain. It was all in the mind.

My full-time profession is now helping other people to kick the habit. I'm very, very successful. I have helped to cure thousands of smokers. Let me emphasize from the start: there is no such thing as a confirmed smoker. I have still not met anybody who was as badly hooked (or, rather, *thought* he was as badly hooked) as myself. Anybody can not only stop smoking but find it easy to stop. It is basically fear that keeps us smoking: the fear that life will never be quite as enjoyable without cigarettes and the fear of feeling deprived. In fact, nothing could be further from the truth. Not only is life just as enjoyable without them but it is infinitely more so in many ways and extra health, energy and wealth are the least of the advantages.

All smokers can find it easy to stop smoking - even you! All you have to do is read the rest of the book with an open mind. The more you can understand, the easier you will find it. Even if you do not understand a word, provided you follow the instructions you will find it easy. Most important of all, you will not go through life moping for cigarettes or feeling deprived. The only mystery will be why you did it for so long.

Let me issue a warning. There are only two reasons for failure with my method:

1 FAILURE TO CARRY OUT INSTRUCTIONS Some people find it annoying that I am so dogmatic about certain recommendations. For example, I will tell you not to try cutting down or using substitutes like sweets, chewing gum, etc. (particularly anything containing nicotine). The reason why I am so dogmatic is because I know my subject. I do not deny that there are many people who have succeeded in stopping using such ruses, but they have succeeded in spite of, not because of them. There are people who can make love standing on a hammock, but it is not the easiest way. Everything I tell you has a purpose: to make it easy to stop and thereby ensure success.

2 FAILURE TO UNDERSTAND Do not take anything for granted. Question not only what I tell you but also your own views and what society has taught you about smoking. For example, those of you who think it is just a habit, ask yourselves why other habits, some of them enjoyable ones, are easy to break, yet a habit that tastes awful, costs us a fortune and kills us is so difficult to break.

Those of you who think you enjoy a cigarette, ask yourselves why other things in life, which are infinitely more enjoyable, you can take or leave. Why do you *have* to have the cigarette and panic sets in if you don't?

2 The Easy Method

The object of this book is to get you into the frame of mind in which, instead of the normal method of stopping whereby you start off with the feeling that you are climbing Mount Everest and spend the next few weeks craving a cigarette and envying other smokers, you start right away with a feeling of elation, as if you had been cured of a terrible disease. From then on, the further you go through life the more you will look at cigarettes and wonder how you ever smoked them in the first place. You will look at smokers with pity as opposed to envy.

Provided that you are not a non-smoker or an ex-smoker, it is essential to keep smoking until you have finished the book completely. This may appear to be a contradiction. Later I shall be explaining that cigarettes do absolutely nothing for you at all. In fact, one of the many conundrums about smoking is that when we are actually smoking a cigarette, we look at it and wonder why we are doing it. It is only when we have been deprived that the cigarette becomes precious. However, let us accept that, whether you like it or not, you believe you are hooked. When you believe you are hooked, you can never be completely relaxed or concentrate properly unless you are smoking. So do not attempt to stop smoking before you have finished the whole book. As you read further your desire to smoke will gradually be reduced. Do not go off half-cocked; this could be fatal. Remember, all you have to do is to follow the instructions.

With the benefit of twelve years' feedback since the book's original publication, apart from chapter 28, 'Timing', this instruction to continue to smoke until you have completed the book has caused me more frustration than any other. When I first stopped smoking, many of my relatives and friends stopped, purely because I had done it. They thought, 'If he can do it, anybody can.' Over the years, by dropping little hints I managed to persuade the ones that hadn't stopped to realize just how nice it is to be free! When the book was first printed I gave copies to the hard core who were still puffing away. I worked on the basis that, even if it were the most boring book ever written, they would still read it, if only because it had been written by a friend. I was surprised and hurt to learn that, months later, they hadn't bothered to finish the book. I even discovered that the original copy I had signed and given to someone who was then my closest friend had not only been ignored but actually given away. I was hurt at the time, but I had overlooked the dreadful fear that slavery to the weed instills in the smoker. It can transcend friendship. I nearly provoked a divorce because of it. My mother once said to my wife, 'Why don't you threaten to leave him if he doesn't stop smoking?' My wife said, 'Because he'd leave me if I did.' I'm ashamed to admit it, but I believe she was right, such is the fear that smoking creates. I now realize that many smokers don't finish the book because they feel they have got to stop smoking when they do. Some deliberately read only one line a day in order to postpone the evil day. Now I am fully aware that many readers are having their arms twisted, by people that love them, to read the book. Look at it this way: what have you got to lose? If you don't stop at the end of the book, you are no worse off than you are now. **YOU HAVE ABSOLUTELY NOTHING TO LOSE AND SO MUCH TO GAIN!** Incidentally, if you have not smoked for a few days or weeks but are not sure whether you are a smoker, an ex-smoker or a non-smoker, then don't smoke while you read. In fact, you are already a non-smoker. All we've now got to do is to let your brain catch up with your body. By the end of the book you'll be a happy non-smoker.

Basically my method is the complete opposite of the normal method of trying to stop. The normal method is to list the considerable disadvantages of smoking and say, 'If only I can go long enough without, a cigarette, eventually the desire to smoke will go. I can then enjoy life again, free of slavery to the weed.'

This is the logical way to go about it, and thousands of smokers are stopping every day using variations of this method. However, it is very difficult to succeed using this method for the following reasons:

1 Stopping smoking is not the real problem. Every time you put a cigarette out you stop smoking. You may have powerful reasons on day one to say, 'I do not want to smoke any more' - all smokers have, every day of their lives, and the reasons are more powerful than you can possibly imagine. The real problem is day two, day ten or day ten thousand, when in a weak moment, an inebriated moment or even a strong moment you have one cigarette, and because it is partly drug addiction you then want another, and suddenly you are a smoker again.

2 The health scares should stop us. Our rational minds say, 'Stop doing it. You are a fool,' but in fact they make it harder. We smoke, for example, when we are nervous. Tell smokers that it is killing them, and the first thing they will do is to light a cigarette. There are more dogends outside the Royal Marsden Hospital, the country's foremost cancer treatment establishment, than any other hospital in the country.

3 All reasons for stopping actually make it harder for two other reasons. *First*, they create a sense of sacrifice. We are always being forced to give up our little friend or prop or vice or pleasure, whichever way the smoker sees it. *Secondly*, they create a 'blind'. We do not smoke for the reasons we should stop. The real question is 'Why do we want or need to do it?'

The Easy Method is basically this: initially to forget the reasons we'd like to stop, to face the cigarette problem and to ask ourselves the following questions:

- 1 What is it doing for me?
- 2 Do I actually enjoy it?
- 3 Do I really need to go through life paying through the nose just to stick these things in my mouth and suffocate myself?

The beautiful truth is that it does absolutely nothing for you at all. Let me make it quite clear, I do not mean that the disadvantages of being a smoker outweigh the advantages; all smokers know that all their lives. I mean there are not *any* advantages from smoking. The only advantage it ever had was the social 'plus'; nowadays even smokers themselves regard it as an antisocial habit.

Most smokers find it necessary to rationalize why they smoke, but the reasons are all fallacies and illusions.

The first thing we are going to do is to remove these fallacies and illusions. In fact, you will realize that there is nothing to give up. Not only is there nothing to give up but there are marvelous, positive gains from being a non-smoker, and health and money are only two of these gains. Once the illusion that life will never be quite as enjoyable without the cigarette is removed, once you realize that not only is life just as enjoyable without it but infinitely more so, once the feeling of being deprived or of missing out are eradicated, then we can go back to reconsider the health and money - and the dozens of other reasons for stopping smoking. These realizations will become positive additional aids to help you achieve what you really desire to enjoy the whole of your life free from the slavery of the weed.

3 Why is it Difficult to Stop?

As I explained earlier, I got interested in this subject because of my own addiction. When I finally stopped it was like magic. When I had previously tried to stop there were weeks of black depression. There would be odd days when I was comparatively cheerful but the next day back with the depression. It was like clawing your way out of a slippery pit, you feel you are near the top, you see the sunshine and then find yourself sliding down again. Eventually you light that cigarette, it tastes awful and you try to work out why you have to do it.

One of the questions I always ask smokers prior to my consultations is 'Do you want to stop smoking?' In a way it is a stupid question. All smokers (including members of FOREST) would love to stop smoking. If you say to the most confirmed smoker, 'If you could go back to the time before you became hooked, with the knowledge you have now, would you have started smoking?', 'NO WAY' is the reply.

Say to the most confirmed smoker - someone who doesn't think that it injures his health, who is not worried about the social stigma and who can afford it (there are not many about these days) - 'Do you encourage your children to smoke?', 'NO WAY' is the reply.

All smokers feel that something evil has got possession of them. In the early days it is a question of 'I am going to stop, not today but tomorrow.' Eventually we get to the stage where we think either that we haven't got the willpower or that there is something inherent in the cigarette that we must have in order to enjoy life.

As I said previously, the problem is not explaining why it is easy to stop; *it is explaining why it is difficult*. In fact, the real problem is explaining why anybody does it in the first place or why, at one time, over 60 per cent of the population were smoking.

The whole business of smoking is an extraordinary enigma. The only reason we get on to it is because of the thousands of people already doing it. Yet every one of them wishes he or she had not started in the first place, telling us that it is a waste of time and money. We cannot quite believe they are not enjoying it. We associate it with being grown up and work hard to become hooked ourselves. We then spend the rest of our lives telling our own children not to do it and trying to kick the habit ourselves.

We also spend the rest of our lives paying through the nose. The average twenty-a-day smoker spends £50,000 in his or her lifetime on cigarettes. What do we do with that money? (It wouldn't be so bad if we threw it down the drain.) We actually use it systematically to congest our lungs with cancerous tars, progressively to clutter up and poison our blood vessels. Each day we are increasingly starving every muscle and organ of our bodies of oxygen, so that each day we become more lethargic. We sentence ourselves to a lifetime of filth, bad breath, stained teeth, burnt clothes, filthy ashtrays and the foul smell of stale tobacco. It is a lifetime of slavery. We spend half our lives in situations in which society forbids us to smoke (churches, hospitals, schools, tube trains, theatres, etc.) or, when we are trying to cut down or stop, feeling deprived. The rest of our smoking lives is spent in situations where we are allowed to smoke but wish we didn't have to. What sort of hobby is it that when you are doing it you wish you weren't, and when you are not doing it you crave a cigarette? It's a lifetime of being treated by half of society like some sort of leper and, worst of all, a lifetime of an otherwise intelligent, rational human being going through life in contempt. The smoker despises himself, every Budget Day, every National Non-Smoking Day, every time he inadvertently reads the government health warning or there is a cancer scare or a bad-breath campaign, every time he gets congested or has a pain in the chest, every time he is the lone smoker in company with non-smokers. Having to go through life with these awful black shadows at the back of his mind, what does he get

out of it? ABSOLUTELY NOTHING! Pleasure? Enjoyment? Relaxation? A prop? A boost? All illusions, unless you consider the wearing of tight shoes to enjoy the removal of them as some sort of pleasure!

As I have said, the real problem is trying to explain not only why smokers find it difficult to stop but why anybody does it at all.

You are probably saying, 'That's all very well. I know this, but once you are hooked on these things it is very difficult to stop.' But why is it so difficult, and why do we have to do it? Smokers search for the answer to these questions all of their lives.

Some say it is because of the powerful withdrawal symptoms. In fact, the actual withdrawal symptoms from nicotine are so mild (see chapter 6) that most smokers have lived and died without ever realizing they are drug addicts.

Some say cigarettes are very enjoyable. They aren't. They are filthy, disgusting objects. Ask any smoker who thinks he smokes only because he enjoys a cigarette if, when he hasn't got his own brand and can only obtain a brand he finds distasteful, he stops smoking? Smokers would rather smoke old rope than not smoke at all. Enjoyment has nothing to do with it. I enjoy lobster but I never got to the stage where I had to have twenty lobsters hanging round my neck. With other things in life we enjoy them whilst we are doing them but we don't sit feeling deprived when we are not.

Some search for deep psychological reasons, the 'Freudian syndrome', 'the child at the mother's breast'. Really it is just the reverse. The usual reason why we start smoking is to show we are grown up and mature. If we had to suck a dummy in public, we would die of embarrassment.

Some think it is the reverse, the macho effect of breathing smoke or fire down your nostrils. Again this argument has no substance. A burning cigarette in the ear would appear ridiculous. How much more ridiculous to breathe cancer-triggering tars into your lungs.

Some say, 'It is something to do with my hands!' So, why light it?

'It is oral satisfaction,' So, why light it?

'It is the feeling of the smoke going into my lungs.' An awful feeling -it is called suffocation.

Many believe smoking relieves boredom. This is also a fallacy. Boredom is a frame of mind. There is nothing interesting about a cigarette.

For thirty-three years my reason was that it relaxed me, gave me confidence and courage. I also knew it was killing me and costing me a fortune. Why didn't I go to my doctor and ask him for an alternative to relax me and give me courage and confidence? I didn't go because I knew he would suggest an alternative. It wasn't my reason; it was my excuse.

Some say they only do it because their friends do it. Are you really that stupid? If so, just pray that your friends do not start cutting their heads off to cure a headache!

Most smokers who think about it eventually come to the conclusion that it is just a habit. This is not really an explanation but, having discounted all the usual rational explanations, it appears to be the only remaining excuse. Unfortunately, this explanation is equally illogical. Every day of our lives we change habits, and some of them are very enjoyable. We have been brainwashed to believe that smoking is a habit and that habits are difficult to break. Arc habits difficult to break? In the UK

we are in the habit of driving on the left side of the road. Yet when we drive on the Continent or in the States, we immediately break that, habit with hardly any aggravation whatsoever. It is clearly a fallacy that habits are hard to break. The fact is that we make and break habits every day of our lives.

So why do we find it difficult to break a habit that tastes awful, that kills us, that costs us a fortune, that is filthy and disgusting and that we would love to break anyway, when all we have to do is to stop doing it? The answer is that smoking is not habit: **IT IS NICOTINE ADDICTION!** That is why it appears to be so difficult to 'give up'. Perhaps you feel this explanation explains why it *is* difficult to 'give up'? It does explain why most smokers find it difficult to 'give up'. That is because they do not understand drug addiction. The main reason is that smokers are convinced that they get some genuine pleasure and/or crutch from smoking and believe that they are making a genuine sacrifice if they quit.

The beautiful truth is that once you understand nicotine addiction and the true reasons why you smoke, you will stop doing it just like that - and within three weeks the only mystery will be why you found it necessary to smoke as long as you have, and why you cannot persuade other smokers **HOW NICE IT IS TO BE A NON-SMOKER!**

4 The Sinister Trap

Smoking is the most subtle, sinister trap that man and nature have combined to devise. What gets us into it in the first place? The thousands of adults who are already doing it. They even warn us that it's a filthy, disgusting habit that will eventually destroy us and cost us a fortune, but we cannot believe that they are not enjoying it. One of the many pathetic aspects of smoking is how hard we have to work in order to become hooked.

It is the only trap in nature which has no lure, no piece of cheese. The thing that springs the trap is not that cigarettes taste so marvelous; it's that they taste so awful. If that first cigarette tasted marvelous, alarm bells would ring and, as intelligent human beings, we could then understand why half the adult population was systematically paying through the nose to poison itself. But because that first cigarette tastes awful, our young minds are reassured that we will never become hooked, and we think that because we are not enjoying them we can stop whenever we want to.

It is the only drug in nature that prevents you from achieving your aim. Boys usually start because they want to appear tough - it is the Humphrey Bogart/Clint Eastwood image. The last thing you feel with the first cigarette is tough. You dare not inhale, and if you have too many, you start to feel dizzy, then sick. All you want to do is get away from the other boys and throw the filthy things away.

With women, the aim is to be the sophisticated modern young lady. We have all seen them taking little puffs on a cigarette, looking absolutely ridiculous. By the time the boys have learnt to look tough and the girls have learnt to look sophisticated, they wish they had never started in the first place. I wonder whether women ever look sophisticated when they smoke, or whether this is a figment of our imaginations created by cigarette adverts. It seems to me that there is no intermediary stage between the obvious learner and 'Fag-ash Lil'.

We then spend the rest of our lives trying to explain to ourselves why we do it, telling our children not to get caught and, at odd times, trying to escape ourselves.

The trap is so designed that we try to stop only when we have stress in our lives, whether it be health, shortage of money or just plain being made to feel like a leper.

As soon as we stop, we have more stress (the fearful withdrawal pangs of nicotine) and the thing that we rely on to relieve stress (our old prop, the cigarette) we now must do without.

After a few days of torture we decide that we have picked the wrong time. We must wait for a period without stress, and as soon as that arrives the reason for stopping vanishes. Of course, that period will never arrive because, in the first place, we think that our lives tend to become more and more stressful. As we leave the protection of our parents, the natural process is setting up home, mortgages, babies, more responsible jobs, etc., etc. This is also an illusion. The truth is that the most stressful periods for any creature are early childhood and adolescence. We tend to confuse responsibility with stress. Smokers' lives automatically become more stressful because tobacco does not relax you or relieve stress, as society tries to make you believe. Just the reverse: it actually causes you to become more nervous and stressed.

Even those smokers who kick the habit (most do, one or more times during their lives) can lead perfectly happy lives yet suddenly become hooked again.

The whole business of smoking is like wandering into a giant maze. As soon as we enter the maze

our minds become misted and clouded, and we spend the rest of our lives trying to escape. Many of us eventually do, only to find that we get trapped again at a later date.

I spent thirty-three years trying to escape from that maze. Like all smokers, I couldn't understand it. However, due to a combination of unusual circumstances, none of which reflect any credit on me, I wanted to know why previously it had been so desperately difficult to stop and yet, when I finally did, it was not only easy but enjoyable.

Since stopping smoking my hobby and, later, my profession has been to resolve the many conundrums associated with smoking. It is a complex and fascinating puzzle and, like the Rubik Cube, practically impossible to solve. However, like all complicated puzzles, if you know the solution, it is easy! I have the solution to stopping smoking easily. I will lead you out of the maze and ensure that you never wander into it again. All you have to do is *follow the instructions*. If you take a wrong turn, the rest of the instructions will be pointless.

Let me emphasize that anybody can find it easy to stop smoking, but first we need to establish the facts. No, I do not mean the scare facts. I know *you* are already aware of them. There is already enough information on the evils of smoking. If that was going to stop you, you would already have stopped. I mean, why do we find it difficult to stop? In order to answer this question we need to know the real reason why we are still smoking.

5 Why Do We Carry on Smoking?

We all start smoking for stupid reasons, usually social pressures or social occasions, but, once we feel we are becoming hooked, why do we carry on smoking?

No regular smoker knows why he or she smokes. If smokers knew the true reason, they would stop doing it. I have asked the question of thousands of smokers during my consultations. The true answer is the same for all smokers, but the variety of replies is infinite, I find this part of the consultation the most amusing and at the same time the most pathetic.

All smokers know in their heart of hearts that they are mugs. They know that they had no need to smoke before they became hooked. Most of them can remember that their first cigarette tasted awful and that they had to work hard in order to become hooked. The most annoying part is that they sense that non-smokers are not missing anything and that they are laughing at them (it is difficult not to on Budget Day).

However, smokers are intelligent, rational human beings. They know that they are taking enormous health risks and that they spend a fortune on cigarettes in their lifetime. Therefore it is necessary for them to have a rational explanation to justify their habit.

The actual reason why smokers continue to smoke is a subtle combination of the factors that I will elaborate in the next two chapters. They are:

- 1 NICOTINE ADDICTION
- 2 BRAINWASHING

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