

# THE SMOKEFREE FORMULA



A REVOLUTIONARY WAY TO

# STOP SMOKING NOW

**PROFESSOR ROBERT WEST PhD**  
WORLD EXPERT ON SMOKING AND ADDICTION

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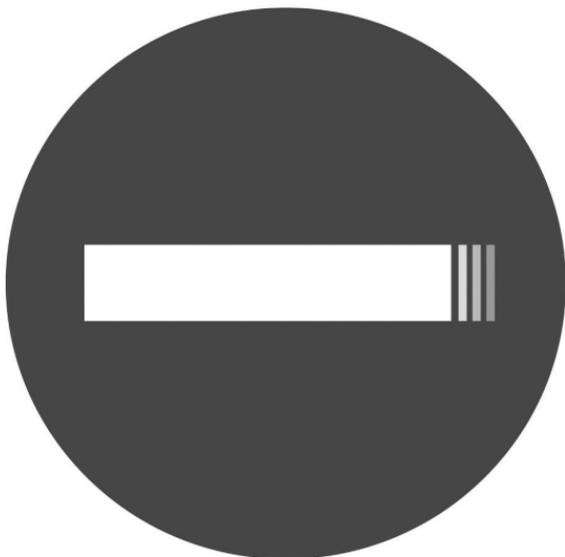
**[www.SmokeFreeFormula.com](http://www.SmokeFreeFormula.com)**

for personalised support on stopping smoking.

The site – which will go live in its full form to coincide with publication - will be a digital, customizable, extension of the book’s content and will include:

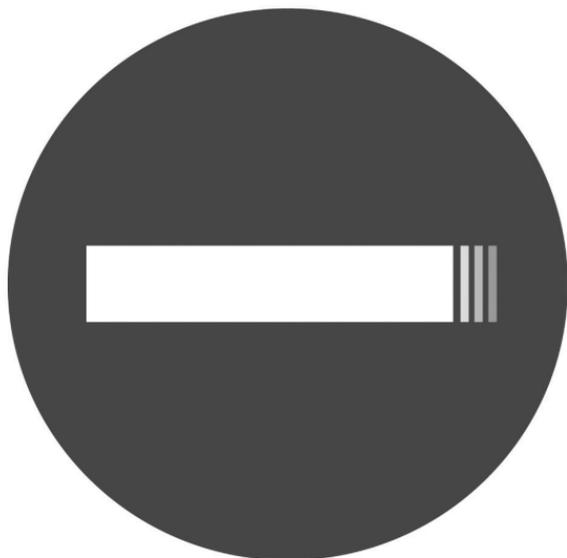
- ➡ The facility to build your own SmokeFree Formula and log and monitor your own progress
- ➡ The ability to track the “performance” of the different formula ingredients amongst fellow quitters
- ➡ Links to the latest academic research on which the SmokeFree Formula is based

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A REVOLUTIONARY  
WAY TO  
**STOP  
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## Introduction

### Read This First

You're off to a great start! Whether you're standing in a bookshop or relaxing on the sofa at home, simply by opening this book you have taken a huge stride towards giving up smoking forever.

The SmokeFree Formula *is a stop-smoking guide with a difference: it tells the truth, and it will help you make the truth work for you.*

If you've ever searched the Internet, you'll know there's a huge amount of information out there about how to stop smoking. Unfortunately, much of it is wrong. If you tried to follow all the advice, you'd be trying to do several entirely contradictory things at once. That's because most of the theories out there are based on nothing more than one person's opinion or failure to understand the research evidence. You need a reliable source, based, not on guesses, wild claims or wishful thinking, but on the best research by leading scientists. That is what this book is.

Everything here is based on the best available scientific evidence. I have devoted my 30-year career to discovering what works when it comes to giving up smoking. I head up a team of researchers mainly funded by governments and charities with one aim in mind: finding better ways of helping smokers who want to stop. This book combines my own research with findings from other leading scientists to give you the most accurate and reliable information there is. If you want to know more about me and my credentials,

please visit [www.rjwest.co.uk](http://www.rjwest.co.uk).

*So this book comes with a pledge:* when I claim something is a fact, it will be backed up by hard evidence. I'll show you how to look directly at that evidence, if you want to. But there is still much that science cannot yet tell us. So, quite often I will give you my opinion. When I give you my opinion, I'll tell you it's just that. I will not dress it up as fact.

I want this book to be the best investment you ever make. I want you to be healthier, happier and have more money to spend on things that you can enjoy. I want to join you in your journey to a better life and be there to help you along the way. I can't do it in person, but I can do the next best thing through *The SmokeFree Formula*. I will be with you for as long as it takes – and however many attempts it takes – until you are free from smoking for good.

## **The Secret to stopping smoking**

Here is the truth: there is no single miracle cure, no magic bullet, no one guaranteed method of stopping smoking that works for everyone every time. But there is a secret, and sometimes the best-kept secrets are out there in plain view. The secret is this:

*Keep trying and each time do things that give you the best chance of lasting success.*

Do this and you will find the formula that works for you. With your commitment and my expert advice you will find your own personalised SmokeFree Formula, which will help you be rid of cigarettes forever.

## The first part of the secret: keep trying

If you follow my advice, there's a good chance that your next attempt at quitting could be the last time you ever have to try. But we both know there is a chance that you might have to do it again. In fact most smokers try quitting many times before they finally kick the habit for good. There are so many things that can go wrong and drive or trick you back to smoking: an argument with your partner, incessant cravings, feeling down, one too many drinks, being with other smokers, a moment of weakness ...

There's no need to be discouraged by the thought that you might have to stop more than once. If you have relapsed before, you're in good company. I know how hard quitting can be, but I also know that so many people just like you have persevered and are now no more likely to smoke again than I am.

If you take only one thing from this book it should be this: you have to keep playing the game long enough for the odds to start working in your favour. You may become a non-smoker after one go, 10 goes or 20 goes. On the nineteenth attempt you may think you'll never succeed, and then on the twentieth – bingo! *So never give up giving up.*

In fact there's no real downside to having a go at giving up cigarettes. The worst that can happen is that you save some money, get yourself a bit healthier and learn something that will help you last even longer next time. The best that can happen is that you will change your life forever, live longer and become a happier, healthier person.

So please don't go into a quit attempt thinking that you will have 'failed' if you don't manage to stay off for good. That is such a common misconception, and it is so wrong. I really want you to think about it in a different way. You should feel good about every cigarette that you don't smoke: and if you keep at it, you'll break free from the hold that cigarettes have over you ... permanently.

In this sense, you can think of stopping smoking as like looking for love: if you only ever went on one date, you wouldn't expect to have met your soul mate. Some people do, of course, and good luck to them. But if the first person you met wasn't right for you, you wouldn't give up, would you? You'd look for someone else. Because you never know when the right person might come along.

Trying to quit is like that: the right moment could be just around the corner. Every time you try, you increase your chances of stopping for good. I can't promise you love, but the rewards of quitting – a happier, healthier life – are also pretty good!

**The second part of the secret:  
make every quit attempt count**

If you leave everything to chance and just try to stop without using what literally billions of pounds and dollars of research has taught us, you may make it the first time or it could take a while. However, if you make use of the decades of the scientific research compiled in this book,

the evidence tells us you can expect to get there around four times faster.

With the right knowledge you can make your own luck. So the second part of the secret to quitting is to use your own experience along with the science in *The SmokeFree Formula* to give yourself the best possible chance every time you try to quit.



### Loading the dice

If you have played Monopoly or any other game involving rolling dice, you will have an understanding of the process of stopping smoking. Every time you try to stop it's another roll of the dice.

With dice, your odds of success – let's say in trying to get a 'double' – are no worse each time than they were before. And if you keep rolling, then sooner or later you are likely to get that double. That is what the research tells us about stopping smoking. It doesn't matter how many times you have tried in the past, the odds of lasting success each time don't go down, and the more you keep trying, the greater your chance of making it permanent.

But ... with stopping smoking, you can actually load the dice in your favour. You can improve the odds to help you achieve lasting success sooner rather than later. Put the right weights on the bottom of the dice and that double will come up a lot faster. That is what this book will help you to do.

## How the SmokeFree Formula works

There is no one way of quitting that works for everyone. This book will give you the facts you need so that you can decide for yourself what are the best methods to try on each attempt.

Over the course of this book, I am going to tell you about all the ways we know that can help you stop smoking. Everything that can help you quit is what I call an 'ingredient'. The ingredients do many different things and I will advise you on how to combine them in a personalised combination that will work for you. *This is your SmokeFree Formula.*

What ingredients you choose to use is entirely your choice. My aim in this book is to give you all the information you need to help you to pick the best options for you. My motto is: *I guide – you decide.*

What will happen is this: Part One of the book will tell you why you *really* smoke – which is not the same as why you may think you smoke – and how you can tap into your reserves of motivation to get your quit attempt off to a flying start.

Then in Part Two I'll tell you about all the things you can use to boost your chances of success – from nicotine products, prescription medicines and talking to a 'stop-smoking advisor' to websites, physical exercise, deep breathing and many more. I'll then show you how you blend these ingredients together into your own personal formula to be free of smoking forever.

It's worth reading up on all the ingredients you might want to use because picking the right ones is just as important as making sure you use them properly. Here's an example.

Let's say you have stopped smoking and you are using a nicotine product such as the gum or lozenge to help you. Now let's say that you find that you are beginning to feel edgy and bad-tempered. Your friends are telling you to go back to smoking because you are becoming unbearable to live with. However, *You don't have to be*. Being bad-tempered is a classic symptom of nicotine withdrawal and should be completely eliminated if you are getting enough nicotine from your nicotine product. Yes, you read that right – one of the most notorious and frustrating side effects of giving up smoking is completely unnecessary and will go away if you use your nicotine products properly. And most people don't. There are all kinds of perfectly understandable reasons why people fail to use enough of their nicotine products, but they are based on misconceptions that I can dispel. That's just one example of why expert help can be so useful.

Obviously I can't give up smoking for you – if I could, believe me, I would! One thing that is crucial is your mental approach. Just 'trying not to smoke' will not cut it. You need to make a commitment to quitting that involves a clear mental rule with definite boundaries. Normally this is quite simply: 'I will not smoke another cigarette – ever'. But if that is too daunting, it could be – 'I will not smoke for the next four weeks and see how it goes after that'. The

crucial thing is that you set clear boundaries that you will not cross.

To stick to that rule you must make it part of yourself. You need to think about your self-identity as someone who may have smoked in the past, *but will not smoke in the future*. From now on, not smoking is part of who you are.

I'm not saying that you have to make the break immediately once you decide to stop. There may be things you have to do to prepare the ground – for example, you might decide to book an appointment with a professional stop-smoking advisor.

*Once you are ready to go, I strongly recommend that you decide on a date within the next two weeks before you go off the idea.* The research is pretty clear on this – if you set your quit date further ahead than a couple of weeks, you are much less likely to quit when the time comes.

If you are not quite ready, that is fine. As you go through this book you will learn more about what ingredients to put into your formula and at some point you will decide to take the step. Whatever your choice, once you have stopped, you have to be clear: right now, today, you will not take a single puff on a cigarette.

Are you ready to make that commitment? Here's a question to help you tell:

*If you could swallow a pill right now that would make you never want to smoke again as long as you live, would you take it?*

If the answer is yes, I think you are ready to quit. When you reach that point, you will benefit from help to make the

most of your commitment, and that's what I'm going to give you. Think of using *The SmokeFree Formula* in three simple steps:

- Ready** • Go through all the shelves and pick your ingredients
- Steady** • Decide on your personal 'quit smoking rule'  
• Make sure you are ready for the big day
-  • Apply the rule and do whatever it takes to stick to it using the ingredients

### My story

I was once where you are now. I used to be a smoker and so I know from both personal and professional experience that quitting can be hard – but you can get there. My story is fairly typical in some ways. What is interesting about it is not so much what happened but how things might have been so very different.

Before I started smoking I was, like most children, very

anti-cigarettes. My mother was a nurse and would tell me about the tragic cases she used to see of people with throat cancer or lung cancer – and smoking just seemed totally mad.

Everyone at school knew who the smokers were. You could smell it when, after break or lunch, they would come into the classroom reeking of smoke. It's funny when I think of it because it was against school rules and the smokers thought that the teachers didn't know, but of course they did – they didn't need to catch the children in the act of smoking, they just had to smell them in the classroom!

Anyway, when I was about 16 something happened. The people I liked were mostly smokers. I would go out to the local woods at break time and just hang around with them and chat while they smoked. Then I started borrowing cigarettes. It was only a social thing at first. I never bought them and so I didn't really think of myself as a smoker. Then, for no obvious reason that I can remember, I started to buy them. Perhaps my friends got fed up with me cadging off them.

The brand I mostly bought was John Player Special. They had a sleek black packet with a very stylish logo and a crown to say they were 'By appointment to Her Majesty the Queen'. I thought they looked pretty cool. They weren't too strong – not like French cigarettes – and they tasted better than the most popular brand with my friends, which was No. 6 (very cheap – but very nasty!).

I never thought of myself as addicted but within a month or two I was smoking about five cigarettes per day. I could

go for a few weeks at a time without a cigarette when I was staying with my father in Spain but when I returned I would take up smoking again.

There were times when I really felt the need to smoke. I remember once I didn't have any cigarettes or enough money to buy some; I was on a station platform so I hunted down some stubs on the ground, teased out the tobacco and used an old bus ticket that I found in my pocket to roll up a cigarette and smoke it. It wasn't the most pleasant experience of my life, but it met a need.

When I went to university, my smoking increased. I used to act in plays, and that meant a lot of time doing nothing while waiting to come on stage – so I smoked. I was not the most studious of students and spent a lot of time in the Students' Union bar, where I honed my table football and bar billiards skills – and, again, I smoked. In my first year at university I probably got to about 20 cigarettes per day.

Early on, I don't think I ever tried seriously to stop smoking. I may have made some half-hearted attempts. I did notice, however, that it seemed to be affecting my health. Whenever I got a cold, it went straight to my chest and I would have a cough that seemed to last a long time.

In my second year at university I started going out with someone who didn't smoke and in fact hated the smell of it. When I look back at those years I realise that I was quite self-centred. It had honestly never occurred to me that my smoking was unpleasant for people around me.

Eventually, one evening I came back from a long rehearsal of a play and I had been smoking non-stop throughout – on

stage and off. Finally my girlfriend cracked and made it clear – even to someone as thick-skinned as me at the time – that she really hated it.

I resolved to stop. It would not be hard, I thought. Except that it was. It wasn't that I got terrible withdrawal symptoms. It was not even that I needed to smoke all the time. It was just that whenever I was in those situations where I would normally smoke, I felt strong pangs of nicotine hunger. They were combined with a sneaky feeling that it would surely be okay just to have one or two – my girlfriend wouldn't know (yeah, right!).

So I went on like this for a few weeks at least – I was, so I thought, a secret smoker. It was like being back at school again. It is to my girlfriend's eternal credit that she didn't go on about it, though she must have known that I was still smoking.

The final straw was that it was actually harder to keep up the pretence of not smoking than actually to stop altogether. I think perhaps I must have cut down the amount I smoked quite a bit anyway, and I had one of those mind-shift moments where I thought, 'This is ridiculous – I might as well just stop'. So I did.

What lessons do I want to hand down to you from this experience? First, most importantly, it may be pure luck that I did not end up smoking for decades and ruining my health. If I had gone out with a smoker in my second year at university, I almost certainly would not have stopped. If you are lucky enough to live with a non-smoker, treasure him or her – that person could be your lifesaver.

Secondly, my own experience very nicely illustrates what research into smoking has now shown us to be generally true – addiction to nicotine does not require you to smoke all the time. You can even go for weeks without smoking because you are in a completely different situation, and then feel the need to go back to smoking when you find yourself back in your usual smoking environment.

Thirdly, you may not be able to force yourself to have that mind-shifting moment when you think: ‘To hell with this’ – it comes from somewhere deep inside you. But you can set up the conditions that will make it happen of its own accord.

Smoking was a short interlude in my life. I liked the people who smoked who were my age. Most of us thought that we would smoke for a short while and then stop before it could do us any harm. A lot of people think that way, but – alas – it usually doesn’t work out like that.

There is one final thing I want to tell you here, and that is the importance of *the story you are going to tell yourself* about how you quit smoking. When the going gets tough, are you the kind of person who will be able to say later: ‘It was really difficult, but I battled through.’ Or is it going to be: ‘It was really difficult. I didn’t make it this time, but then something happened and it was easy the next time I tried’?

In my opinion, everyone needs a story for their quit attempt. A narrative that helps you to make sense of what you’re going through. Now is a good time to think about what will be your story. In five years’ time, when someone asks you if you smoke and you reply, ‘I used to, but I don’t anymore,’ how will you look back on your experience?

## The prize

I'm not going to go on about how smoking is bad for you. You know that, or you wouldn't be reading this book. Instead, to start you on your journey, I'm going to give you some facts you might not know about the benefits of stopping.

They are important because at some point while you're reading this book, you will stop smoking. It might be for a couple of days, a week, a month or for the rest of your life. As you set off, hold this thought in your mind: *every time you try to quit is a success*. I will keep coming back to this because I want you to banish the thought that if you try to stop but go back to smoking, you have somehow failed.

Here are some of the ways you have succeeded with every day you do not smoke:

### The first day

- As soon as you stop smoking, you cut your risk of a heart attack. That's because, when you breathe in smoke, your blood becomes more likely to clot, as your body struggles desperately to get rid of the tiny smoke particles that have got into your lungs. (It's the same process that leads to an increase in heart attacks in cities when pollution levels are high.) As soon as you stop inhaling smoke, this danger disappears.
- Within a few hours of stopping, the poisonous gas carbon monoxide – which you inhale in cigarette smoke and has been hardening your arteries – will vanish from your

blood. And your heartbeat, which has been going too fast while you were smoking, will return to normal.

- Your hands won't shake as much. You might not have noticed it – or perhaps you have – but as a smoker you have a constant tremor. That's because nicotine overexcites the 'fight or flight' part of your nervous system – the same part that makes you shake with fear. As the nicotine leaves your body, your nervous system calms down.
- At the same time, the normal supply of blood will return to your hands and feet. You might have found that they often feel cold: that's because nicotine causes the tiny blood vessels in your extremities to close up. But a few hours after you stub out, that nicotine melts away and your hands and feet warm up by about 1° Celsius (1.8° Fahrenheit).
- If you make it just one day without lighting up, you've already almost saved the price of this book.
- More than that: you could already have helped yourself to live six hours longer. And six more tomorrow, and the same the day after; on average, you can expect to extend your life by six hours for every single day you are an ex-smoker. Quitting really is that good!

### **The first week**

- Within a few days without cigarettes, your lungs will start to heal. The inflammation caused by toxins in the smoke will gradually subside and the tiny hairs that clear the

mucous and dirt out of your lungs will start to spring back to life.

- You will smell better – in more ways than one! As your sense of taste and smell begin to improve, you will rediscover the true richness and flavour of what you eat.
- After a just one week of not smoking, you can expect to gain, on average, almost two extra days of healthy life ...
- ... and save about three times the cost of buying this book.

### **The first month**

- After a few weeks without smoking, your skin will start to improve. The wrinkles that mark you out as a smoker will start to fade away. The grey pallor will go, as colour flows back to your face. Stopping smoking is the best anti-ageing treatment you can get!
- You'll start to feel less stressed. Do you find that hard to believe? Many people think smoking helps them fight stress, and worry about how they will cope without cigarettes as a crutch. The truth is that, after a few weeks of not smoking, stress levels usually go down, so you can expect to feel more relaxed than when you were smoking.
- You'll feel fitter too. As your lungs recover you won't be out of breath so much.
- You'll save about 15 times the cost of buying this book.
- You can expect, on average, a full extra week of healthy life.

## The first year

- After a year without smoking, your excess risk of having a heart attack will be halved.
- Your risk of cancer will have fallen substantially compared with what it would be if you had carried on smoking.
- You will have saved 150 times the cost of buying this book.
- You can expect to gain three months of healthy life.
- When you get to six months without smoking, the chances are better than evens that you will never light up another cigarette ever again.

## The rest of your life

- As your life goes on, so do the benefits of not smoking. You'll *feel* healthier because you'll *be* healthier – being much more likely to avoid a huge range of problems, from dementia to diabetes, from hearing loss to heart attack, from chronic lung disease to cancer. You can expect to live around ten years longer than if you'd carried on smoking.
- What's more, the evidence now shows that as an ex-smoker, you will feel happier and more satisfied with life.

**Robert West** is Professor of Health Psychology and Director of Tobacco Studies at University College London. An advisor to the Department of Health, he was also instrumental in setting up the Stop Smoking Services in the NHS.



**Chris Smyth** is a health correspondent at *The Times*. Over seven years at the paper, he has written broadly on medicine, health policy, culture and politics. He has a PhD from Cambridge University and is the author of a novel, *Dinner at Mine* (2012).



**Jamie West** is a writer and musician with a degree in English from UCL. For more information visit [www.jamiewest.net](http://www.jamiewest.net)



## Find the formula that works for you in this revolutionary approach to stopping smoking

However many times you may have tried to stop smoking before, whether it's zero or a hundred, there is no such thing as a failed attempt. Everyone is different and every quit attempt is different. Each time you try, you get closer to success – and every day spent not smoking can add an average of 6 hours to your life.

Professor Robert West has been researching methods of giving up smoking for more than thirty years.

His revolutionary answer is the SmokeFree Formula, which can be adjusted to all smokers and all occasions.

The SmokeFree Formula guides you through the maze of claims about different methods available and reveals which are the most effective. And how you can combine these to create a personalised formula that will work for you.

The SmokeFree Formula answers your questions:

- Should I cut down gradually or stop all at once?
- Should I use nicotine patches?
- Are e-cigarettes effective?
- What is the best way to combat cravings?
- Is it worth seeing a trained stop-smoking advisor?



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