

around you miserable as well.

All this can be scientifically explained: your body has gotten used to tobacco over a period of years, and needs its dose of toxins (nicotine and tar) to feel comfortable.

If you stop all at once, your body's balance is disturbed, and you'll end up "cracking" under the strain sooner or later.

That's why Dr. Passebecq's treatment allows you to keep on smoking as much as you like.

You have to get rid of your desire gradually, in the same way you acquired it — until it disappears by itself, with no effort on your part, in an average of 9 to 14 days, depending on the individual.

How exactly does it work?

At first you'll be smoking almost as much as before... but don't worry, that's perfectly normal.

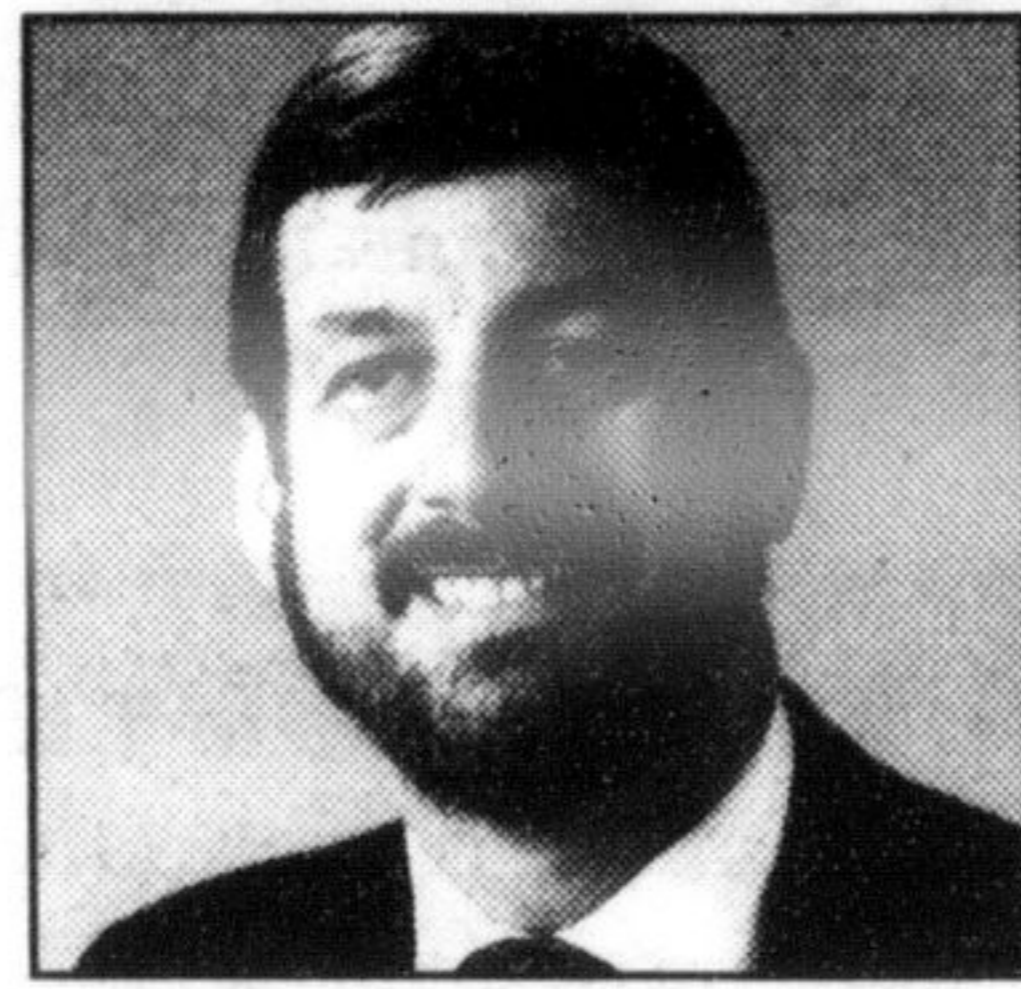
The first couple of days you'll hardly notice any difference. Then on the third and fourth days, without even realizing it, you should already start feeling less of a need to reach for a cigarette.

And if you do light up, you'll find that you'll leave the cigarette half unsmoked in the ashtray!

After that, things should happen very quickly. You should begin to notice that you've only smoked a few

"A Proven, Safe and Effective Way to Quit Smoking"

Dr. Douglas Anderson, M.D.



Douglas Anderson M.D., is a Physician in private practice in New York City. After 27 years of practice, he has become recognized as one of the best specialists in the treatment of chemical dependency.

"Dr. Passebecq's Stop Smoking Method is proven to be a safe and effective way to quit smoking. It's effective even for smokers who are clinically addicted to tobacco.

Indeed compared to other methods it is very fast. Research has shown that it takes under 14 days for the average smoker using this program to achieve total abstinence from tobacco.

I know of no other method for stopping smoking — whose results have been measured scientifically — that has a success rate higher than the Dr. Passebecq Method.

In my opinion, if you commit yourself to use the Method as directed, you are virtually bound to succeed in stopping smoking.

A significant advantage of this Method is that no medical supervision is needed. You do not need any checkup before starting, or any monitoring during the program. The technique is so simple and easy to apply — you just start out and do it!

Research has demonstrated that if a smoker — regardless of the level of their addiction — follows the program's instructions properly, abstinence from tobacco is easily achieved."

cigarettes, and that you've hardly thought about it.

Soon, smoking will have lost all of its importance for you. You'll feel neither the need nor the desire to light up. And that's it, you've quit!

As proof, why not accept this really unique (and free) offer? Here it is:

As part of a new Canadian campaign to help people who want to stop smoking, Dr. Passebecq, in association with the Direct Health Organization, has decided to give away a booklet entitled "Why and How to Stop Smoking" that tells you about the Passebecq "treatment" and lets you try it without risking anything more than a postage stamp.

Follow in the footsteps of all these people who quit smoking so quickly and easily.

Just fill out the attached order form and drop it in the mail.

Don't send any money. There's nothing to pay.

In a few days you'll receive your package, discreetly wrapped, with no exterior markings. Then you can make up your own mind whether or not the treatment can free you of your desire to smoke... without upsetting your mental or physical equilibrium.

Does this sound too good to be true? Do you think you've already tried everything?

Well, why not conduct this amazing experiment just out of curiosity? Because you'll be amazed by what Dr. Passebecq has to say.

If ever an important offer was made to you, this is it. And there are absolutely no risks involved, either financial or otherwise!

Read on only if you are still hesitant to take advantage of this unusual offer.

1. Are you aware of the dangers of smoking?

As you surely know, smoking greatly increases the risk of cancer and cardiovascular disease.

According to studies conducted by Professor Peto of Oxford University, tobacco will have killed over 50 million people between 1975 and the year 2000.

In addition, tobacco depletes Vitamin C from your system, which can result in loss of both memory and concentration.

Sexual impotence is often another consequence of smoking! And don't think it affects only men—many women who smoke gradually become frigid. This is now a well-known fact!

2. Don't you think it would be a pity to keep on damaging your heart and lungs, and deprive the body's cells of oxygen. It may shorten your breath, dry out your hair, destroy the vibrancy of your skin and cause wrinkles.

3. If you've already tried everything to quit smoking, you probably don't believe in anything anymore.

If so — and to prove to you that this method is different — return the attached order form, if only out of simple curiosity. You run absolutely no risk of losing any money. The only thing you can lose is your desire to

smoke!

4. When you've stopped smoking you'll suddenly feel a sense of energy you never dreamed you had. You'll be delighted... delighted to realize that day by day your health is improving, to a degree you never dreamed possible.

Also, think how fantastic it will be, how proud of yourself you'll feel, when you can say to people who knew you as a heavy smoker, "No thanks, I've quit!"

Important: Since it is part of a national campaign, this free offer can only be guaranteed for a limited time.

By mailing the attached form today, you will be certain to get your order in on time, and benefit from this amazing opportunity!

Can everyone feel their need to smoke disappear as quickly and easily?

To date there are already thousands and thousands of men and women who finally stopped smoking, although they no longer believed they could. Their success is documented in written testimonials. Here are a few extracts from thousands of letters received:

(We regret not being able to reproduce these letters in their entirety, for lack of space. Copies of the original will be sent to you upon request. Of course, individual results may vary).

"...I tried a number of methods with no success. From the first day of this treatment I went from twenty cigarettes a day to seven, and stopped completely after nine days..."

Mr. Jean-Claude H., Wimille
ref: 62126

"...I'm 58 years old. My brother died of lung cancer, and that scared me a lot.

Then one day someone told me about your treatment. Why not try it, I thought. So I did, and the miracle happened — I don't smoke anymore. I could hardly believe it, and I was afraid I'd start again, but NO..."

Mr. Maurice B.
ref: 76200

"...I was the type of person who bought a pack of cigarettes every time I went into a corner store. I always needed my two packs a day, but in just 12 days I freed myself of the habit. I waited 3 more months before sending you this letter because I wanted to be absolutely certain my desire to smoke wouldn't come back, and it hasn't!"

Mr. Phillip R., Le Boulou
ref: 66160

"I'm 41 years old and I've been smoking two packs a day since I was 18. I had already tried to quit a few times without success, and ended up telling myself I'd never be able to do it. Then I came across your method, and all I can say now is THANK YOU! It's really effective. I can still hardly believe that I stopped smoking so quickly and easily. I feel great, I'm more active and happier than ever..."

Mrs. Beatrice H.,
Mele-sur Sarthe
ref: 61170

"I had no idea how much better you could feel when you don't smoke anymore.

My coughing fits have disappeared, and so has my insomnia..."

Ms. Christiane S.
St. Ouen l'Aumone ref: 95310

"...The result was astonishing. On the tenth day I didn't touch a single cigarette. It all happened exactly as you said it would. I feel perfectly well and I'm so happy I finally got rid of the smoking habit..."

Mrs. Claudine S.,
La Chapelle ref: 1060

"Since June 1989, I have completely stopped smoking, thanks to the Passebecq Method. I have never felt any need to light up again — and this without putting on a single pound."

Mr. Christian B., Les Aynans

FREE

Information for anyone who smokes —

Detach this form and mail it today to:

Dr. Passebecq,
c/o Direct Health Organization
38 Auriga Drive, Suite 264
Nepean, Ontario K2E 8A5

(Or fax this coupon to: 1-514-282-2003)

Please indicate:

Your age _____
How old were you when you started smoking _____
How many cigarettes you smoke per day _____
Your present weight _____

Yes, I would also like to get rid of my desire to smoke quickly and easily. Your completely free offer interests me. I understand that I am in no way obliged to buy anything whatsoever.

Please send me the package by first-class mail, in a plain unmarked package.

Miss Mrs. Ms. Mr.

IN CAPITALS

First Name _____

Last Name _____

Address _____

City _____

Province _____

Postal Code _____

Date of Birth _____

Month Day Year

Allow up to 3-4 weeks for delivery.

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