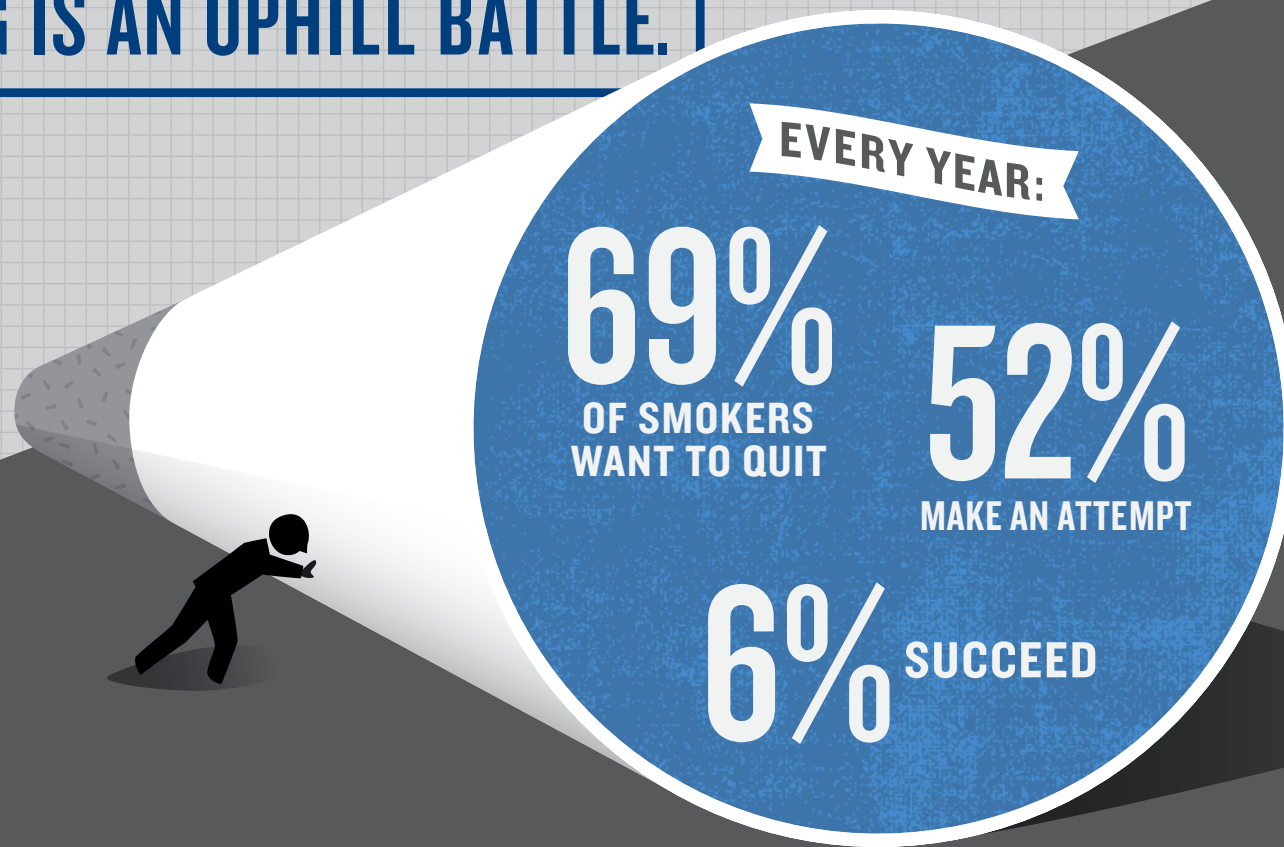


**FOR THE VAST MAJORITY OF PEOPLE,  
QUITTING SMOKING IS AN UPHILL BATTLE.**



Tobacco dependence is an addiction, not a “bad habit.”