

There has to be a better way to quit smoking. There must be a better way than nicotine replacement therapy (NRT) because it has an extremely low success rate. Most people do not know this. No it isn't you. Have you tried it and it didn't work? Well, really it isn't you. Most people that try NRT fail or the success is short lived. What do they then tell you? Try it again! And again! And again! An Ontario Tobacco Cessation group that trains therapists actually tells them that it takes an average of 30 times to quit! I think they are doing something wrong.

It just doesn't make any sense, does it?

95% SUCCESS

We spoke to Windsor's top rated specialist for Quit Smoking. We spoke to Body & Mind of Windsor because they have an unprecedented 95% success rate at completion of their program. They have been in the same location serving our local community since the 1990's. They have a proven record of success and 1,000s of successful clients.

Body & Mind Clinical Director Rick Saruna who is a therapist and counsellor knows the frustration and pain people go through while trying to quit smoking. "I went through all this. I watched my wife struggle and she did everything they said to do. Nothing worked and it just did not make any sense. She was not a weak willed person. She was running businesses, raising kids and more determined than most."

"I HAD TO FIGURE IT OUT"

Saruna, out of his own frustration and desire to keep tobacco out of his family and home he went to work and did research. Unlike the government that gives out \$10 million to tobacco research without an answer, Rick Saruna was relentless until he found something that worked. "This was personal and this was not an option. I had to figure it out so I spent several years re-

searching methods, processes, systems and techniques. Nothing seemed to have the success we needed because nothing worked.

I studied what "they" recommended and discovered that the most recommended ways had actually terrible success and those people that stopped seemed to have difficulty not thinking about smoking. Not good. So I went outside the box."

CERTIFIED BY U OF T MEDICAL SCHOOL

Over the years Rick Saruna studied and became proficient in Laser Therapy, several specialties of Hypnosis including Medical Hypnosis, becoming a Hypnosis Instructor, Cognitive Behavioral Therapy (CBT), Mindfulness, Motivational Interviewing, he discovered his own emotional release process called Rapid Emotional Release and he wrote a book

on removing negativity called Thought Shifting. He also got certified by the University of Toronto Medical School in Cessation Counselling.

"ONE OF THE BEST MOMENTS OF MY LIFE"

"It wasn't easy but it never seemed like work. The deeper I got into it the more I realized why people have difficulty trying to quit smoking. There did not exist a program that took care of all the different aspects of the smoking behaviour. Until I put this program together. My wife immediately quit smoking without cravings, withdrawals and especially without the thoughts. It was one of the best moments of my life."

The Body & Mind Quit Smoking Program is a unique combination of processes not available anywhere else because it is based on many different modalities. Their system

works on a combination of Education, Laser, a special process of Hypnosis and Support.

The education is important because people always know what is going on and there are no surprises. "We believe that informed clients can take responsibility and be a huge part of the process. We encourage questions and believe in support," they told us.

The non invasive pain free Laser is used to remove the nicotine craving. Nicotine is actually out of your body in 2 to 3 days. Their specially developed hypnosis technique is stress control based so it removes the old thoughts and helps people sleep better and think better thoughts. All hypnosis sessions are recorded for the client to keep. Everyone can be hypnotized and it has nothing to do with "will" but more a desire for change. The initial session can be anywhere from 1 and a half to 2 hours. Then people come in over the next 3 weeks

to make sure they are following some simple instructions and to reinforce the new changes and to answer any questions.

This is a very powerful program for anyone that is ready to quit smoking and tired of all those things that just don't work. It is natural and requires no chemical drugs, patches or gum. It is Windsor developed and proven. If you are ready to become tobacco free this system is different. It can help you become tobacco free no matter what you may have tried before.

Body & Mind -2303 Central Ave., Windsor run a fulltime therapy practice 6 days a week. They also work with stress, anxiety, emotional issues, and counseling for individuals and families. They are also known for their Weight Loss Programs and Quit Smoking Program. They are currently accepting new clients. They can be reached at 519-948-0078.

Smoking Costs Canadian Economy More Than \$16 Billion In 2012

Ottawa, October 16, 2017— Tobacco use cost the Canadian economy \$16.2 billion in direct and indirect expenses such as health care, fire damage, tobacco control and law enforcement activities, and lost production in 2012, according to a new report from The Conference Board of Canada.

"Tobacco use is one of the leading causes of preventable deaths and illnesses worldwide and, while much progress has been made to control it in Canada, millions of Canadians continue to smoke," said Louis Thériault, Vice-President, Industry Strategy and Public Policy. "With an estimated 125 deaths from smoking in Canada each day, it is important for us to understand the costs imposed on the health care system and to society when Canadians continue to smoke."

HIGHLIGHTS

- Approximately 45,500 deaths were attributable to smoking in Canada in 2012. This translates to about 125 deaths each day in Canada—more than the total number of deaths due to car collisions, accidental injuries, and assaults.
- The total costs of tobacco use in Canada were \$16.2 billion in 2012.
- Health care costs attributable to smoking in Canada were estimated to be more than \$6.5 billion in 2012. Indirect costs due to lost production amounted to \$9.5 billion.

According to our report, approxi-

mately 45,500 deaths were attributable to smoking in Canada in 2012, including nearly 1,000 deaths from exposure to second-hand smoke. This figure is up from the more than 37,000 deaths attributable to smoking a decade ago. Cancers, cardiovascular diseases, and respiratory diseases were the leading causes of smoking-related deaths.

The direct and indirect costs of tobacco use in Canada were \$16.2 billion in 2012. The total direct health care cost attributable to smoking is estimated at around \$6.5 billion in Canada in 2012. This included the costs associated with hospital care (\$3.8 billion), prescription drugs (\$1.7 billion), and physician care (\$1.0 billion). Meanwhile, other direct costs such as fire damage, tobacco research and prevention, and federal, provincial, and territorial tobacco control and law enforcement activities totaled nearly \$207.1 million.

Indirect expenses make up the majority (58.5 per cent) of the total cost of smoking. This includes approximately \$9.5 billion in forgone earnings as a result of smoking-attributable premature deaths and illnesses. Almost \$2.5 billion were associated with premature mortality and about \$7.0 billion were a result of short- and long-term disability.

Based on the latest Government of Canada's Canadian Tobacco, Alcohol and Drugs Survey, more than 3.9 million Canadians were smokers in 2015, including 2.8 million who reported smoking daily. Youth continue to experiment with tobacco, as almost one-fifth of grades 6 to 12 students had tried smoking a cigarette in 2014-15.

The report, The Costs of Tobacco Use in Canada, 2012, was prepared for the Tobacco Control Directorate, Health Canada and is publicly available.

If you are looking to Quit Smoking – Body & Mind has an approved and proven program that works. Their unique system was developed by them and has 1,000s of happy healthy non smokers throughout North America. They can be reached at Body & Mind – 2303 Central in Windsor – 519-948-0078.



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95% Success

Our Unique Process Since The 1990's
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SAVE \$100!

- No Cravings
- No Withdrawals
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www.WindsorQuitSmoking.com

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