

*"If you've ever tried to give up nicotine only to be defeated by cravings, sleeping disorders, mood swings, anxiety or fatigue then do not despair...there is a solution."*

- Mark Guilbert, M.Dip. PTST



Getting To The *Heart* Of The Matter...

**Life-changing tools for keeping your workforce healthy, functional and productive.**



**Smoking Cessation**

**Master the Principles of How to Stop Smoking and Start Living!**

*"From years of research conducted with business professionals... we know that the health of people is directly related to their performance in the workplace."*

- Mark Guilbert, MG Business Health Solutions

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One of the hardest stimulants to give up is cigarettes. Cigarettes contain nicotine, as well as 16 other cancer-producing chemicals. Nicotine, the primary stimulant, is more addictive than heroin and it produces a substantial effect even in small doses. In large amounts, it acts as a sedative. This is the attraction of nicotine: on the one hand it can give you a lift, on the other it can calm you down and help you feel relaxed. **Our scientifically based programme combines reality and real life situations, with the best thinking and research for people who are committed to stop smoking and start living!**

Our ***How to Stop Smoking and Start Living*** programme begins with two primary foundations for achieving a smoke-free life and optimum health, which are:

**Behaviour Change**

Creating awareness and having a major influence on transforming current disempowering behaviour patterns.



**Compelling Goal-Setting**

**S.M.A.R.T.** goals – Specific, Measurable, Attainable, Repetition, Time-related. Reasons come first; Answers come second.



*"The greatest mistake a man can make is to sacrifice his health for any other advantage."*

- Arthur Schopenhauer, German Philosopher

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**How to Stop Smoking and Start Living** helps you discover the breakthrough distinctions for quitting nicotine with minimal withdrawal symptoms and living with an abundance of energy and vitality. The basic principles are:

Managing **Exercise & Movement**

Specific heart rate monitored exercise enhances the organism to control stress, strengthen the immune system, reduce cravings, control body weight and improve mindset.



Managing **Nutrition**

An imbalance in your brain's chemistry underlies your nicotine addiction and consuming the right nutrients can prevent or end withdrawal symptoms.



Managing **Relaxation & Detoxify**

With quick and effective relaxation techniques, for both mind and body, we can replenish and enhance our energy levels.



Managing **Emotions & Mindset**

By taking control of our emotions and how we feel can reduce cravings, plus empower and energise our lives.



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## How to Stop Smoking and Start Living

It is important to remember that there is no 'Magic' solution to stop smoking. If you've been using nicotine for many years, your brain will not simply be 'reset' by eating a so-called well-balanced diet. Similarly, if you have experienced major stresses and traumas in life, you do not just recover by leading a balanced life. Damage needs to be undone.

The bottom line is that if your brain is conditioned for nicotine, with all the will in the world, and the best counselling, and even some of the new nicotine alternatives that can make you feel sick, nothing is stronger than the impulse of your brain telling you that your survival depends on having this substance. Biological urges are immensely strong. We take our hats off to those who have quit when all the cells in their body are screaming for a cigarette.

The commonsense approach is to work with your brain's natural design, not against it, by restoring the imbalance, with the very nutrients that your brain has evolved to use over millions of years. This not only re-conditions your brain and your body's chemistry to make you feel good naturally but also re-conditions how you react to the triggers which lead you to take nicotine.

Regular cardiovascular exercise is also a critical component for regulating and maintaining a healthy metabolism so your body will not gain excess weight.

As your brain, mood, concentration and energy start to come back to life, so does your capacity for learning and resolving psychological or life conflicts which might be part of you getting stuck in some level of addiction. Hence, a holistic approach to breaking free from nicotine by combining a behavioural and cognitive method with the different foundations of optimum health mentioned can prevent or end withdrawal symptoms.

The **key elements** of our programme, apart from the medically approved health promoting information, are:

- Taking responsibility for your own health so you can experience living life with an abundance of energy and vitality, improved mental clarity and greater enjoyment.
- Creating awareness and having a major influence on transforming current disempowering behaviour patterns.
- Implementing the specific tools and refined training techniques into daily life.

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**How to Stop Smoking and Start Living** (Following the introductory presentation)  
 Programme format - One-day group seminar (max. 10 participants) followed by 5 periodic and personalised telephonic interventions)

Day 1 - Timing	Subject	Major Topics	Exercises/Consultant
9h00-10h00	Introduction  The driving forces of human behaviour	<ul style="list-style-type: none"> <li>• Personal &amp; Participants</li> <li>• Subjects – why we're here</li> <li>• Change behaviour</li> <li>• Power of decision</li> </ul>	Consultant 1
10h00-10h45	Ambivalence to smoking	<ul style="list-style-type: none"> <li>• Advantages and disadvantages</li> <li>• Advantages of a life as a non-smoker</li> <li>• Difficult situations and alternatives</li> </ul>	Consultant 1
10h45-11h10	Active pause	Brisk walk and fresh fruits & juice	
11h10-12h00	Compelling goal setting	<ul style="list-style-type: none"> <li>• Reasons come first, answers come second</li> <li>• Focus on your outcome, the result!</li> </ul>	Consultant 1
12h00-13h00	Lunch	Special menu	
13h00-14h15	Smoking and metabolism	<ul style="list-style-type: none"> <li>• Metabolism – the basics</li> <li>• Nicotine and weight gain</li> <li>• Exercise for weight management</li> <li>• Heart rate variability test (simple)</li> </ul>	Consultant 1 Heart rate test
14h15-14h45	Nutrition Introduction	Balance blood sugar levels	Consultant 1
14h45-15h00	Pause	Fresh fruits & juice	
15h00-16h00	Unaddicting your brain	<ul style="list-style-type: none"> <li>• Balance your brain with amino acids</li> <li>• Foods to help you reduce cravings</li> <li>• A simple detox solution</li> </ul>	Consultant 1
16h00-17h00	Preparing the stop-smoking day	<ul style="list-style-type: none"> <li>• Stop smoking date</li> <li>• Preparation for the first day</li> <li>• Planning your future as a non-smoker</li> <li>• Dates for telephonic interventions</li> </ul>	Consultant 1
17h00	Q & A	Finish	

Participants will need to bring with them the following:

- Personal agenda
- Desire to change and a great sense of humour!

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During a **How to Stop Smoking and Start Living** programme, participants understand:

- **The importance of exercise to generate high natural energy.**
- **How specific heart rate monitored exercise enhances the organism to control stress, improve immune function, reduce cravings, enhance sleep, control body weight and improve mindset.**
- **How to create a more compelling future and learn how to identify your purpose.**
- **How to reduce cravings and enhance mental clarity and effectiveness.**
- **How to stabilise blood sugar levels for optimum natural energy.**
- **How an imbalance in your brain's chemistry underlies your addiction and how the right combination of nutrients can prevent or end withdrawal symptoms.**
- **Common misunderstandings about nutrition, diet and weight management.**
- **How to decrease your risk of cardiovascular-related diseases.**
- **How to boost your body's ability to detoxify and eliminate chemicals, including nicotine.**
- **How specific relaxation techniques replenish and enhance our energy levels.**
- **How to enhance your capability to deal with daily demands and pressure situations.**
- **To experience all the benefits will only need an investment of 1.8 per cent of your weekly time.**
- **These simple measures are easily transferable into daily life.**

## For more information contact



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