



# The time is now.

## Say goodbye to smoking.

### Ready to put out that last cigarette and say goodbye to smoking?

You'd be amazed by how fast your health can improve once you've quit. And how much better you can feel after you do. With the right tips and support, you can break the habit.

### Leading the way

CVS Health® was the nation's first pharmacy chain to stop selling cigarettes and other harmful tobacco products in its retail stores.

Now, CVS Health is investing \$50 million to help deliver the nation's first tobacco-free generation.<sup>1</sup>

<sup>1</sup>CVS Health. Be the first. 2019. Available at: [cvshealth.com/social-responsibility/be-the-first](https://www.cvshealth.com/social-responsibility/be-the-first). Accessed October 24, 2019.

# Make way for a healthier you.

Choosing to stop smoking has its benefits. Here's what can happen if you quit today:

- Your heart will start to recover the very next day.<sup>2</sup>
- Your risk for heart disease will drop sharply after two years.<sup>3</sup>
- You'll lower your risk for cancer in areas such as your mouth, throat and lungs.
- Your sense of smell and taste will improve.
- You'll save money.
- You'll protect your family from breathing secondhand smoke.

**Did you know?** There are no safer alternatives to cigarettes. E-cigarettes, smokeless tobacco, cigars and pipes are just as harmful. In fact, vaping-related respiratory illness is on the rise due to harmful substances. Secondhand vapor can expose others to these contaminants as well.<sup>4</sup>

## We can help you quit.

It's no secret that quitting isn't always easy. But you can find tips and resources to help get you started. And things you can do to stay smoke-free for good.

**Join a support group.** Buddy up. You'll love connecting with others who are trying to quit too.

**Remember your "why."** Why do you want to quit? Remind yourself, and write it down every time you feel the urge to smoke again.

**Avoid triggers.** Skip alcohol, coffee and social events. Just until you're less tempted.

**Keep yourself busy.** Use this as an opportunity to find another hobby or to learn something new.

**Plan ahead.** Before you start quitting, it's good to know what to expect. Just visit [smokefree.gov/quit-smoking](https://smokefree.gov/quit-smoking) to learn more.

**Stay positive.** Stay strong. If you slip up one day, just refocus and try again. You got this.

**Get help.** Work with a provider at a **MinuteClinic**<sup>®</sup>, available at select CVS Pharmacy<sup>®</sup> and Target<sup>®</sup> locations to create a personalized plan to quit tobacco.\*



Choosing to quit smoking is worth it. For you, your health and your future. Just visit [Aetna.com/individuals-families/healthier-living-tips/how-to-quit-smoking.html](https://Aetna.com/individuals-families/healthier-living-tips/how-to-quit-smoking.html) for more tips on how to quit.

\*For a complete list of other participating providers, log in to [Aetna.com](https://Aetna.com) and use our provider search tool.

<sup>2</sup>Smokefree.gov. Benefits of quitting. Available at: [Smokefree.gov/quit-smoking/why-you-should-quit/benefits-of-quitting](https://Smokefree.gov/quit-smoking/why-you-should-quit/benefits-of-quitting). Accessed October 11, 2019.

<sup>3</sup>Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. Quitting smoking. December 11, 2017. Available at: [CDC.gov/tobacco/data\\_statistics/fact\\_sheets/cessation/quitting/index.htm](https://CDC.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm). Accessed October 11, 2019.

<sup>4</sup>Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. Electronic cigarettes. March 11, 2019. Available at: [CDC.gov/tobacco/basic\\_information/e-cigarettes/index.htm](https://CDC.gov/tobacco/basic_information/e-cigarettes/index.htm). Accessed September 13, 2019.

**Aetna is the brand name used for products and services provided by one or more of the Aetna group of companies, including Aetna Life Insurance Company (Aetna).**

Aetna, CVS Pharmacy<sup>®</sup> and MinuteClinic (which either operates or provides certain management support services to MinuteClinic-branded walk-in clinics) are part of the CVS Health<sup>®</sup> family of companies.

Aetna is not responsible for any component of the wellness coaching session. These coaching sessions are provided by MinuteClinic.

This message is for informational purposes only, is not medical advice and is not intended to be a substitute for proper medical care provided by a physician. Information is believed to be accurate as of the production date; however, it is subject to change. Refer to [Aetna.com](https://Aetna.com) for more information on Aetna<sup>®</sup> plans.

[Aetna.com](https://Aetna.com)

©2020 Aetna Inc.

95.03.374.1 B (4/20)

