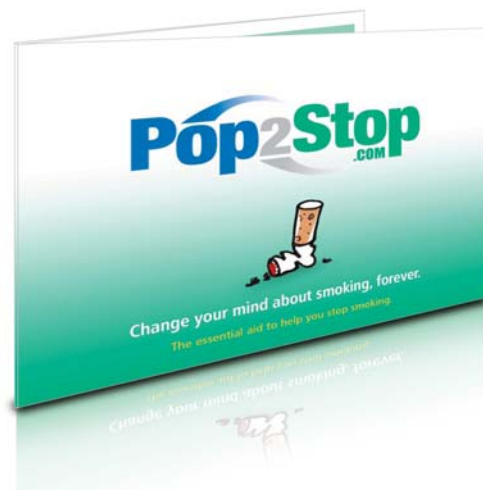


Product Launch

Pop2Stop Quitmap

Change your mind about smoking, forever.



“Bridging the gap between wanting to give up and having the willpower to succeed”

Unless sufficient mental preparation is undertaken, any attempt to quit smoking is likely to fail. This is clear in that, despite being surrounded by information regarding the detrimental health aspects of their habit, smokers are actively ignoring it, either on a conscious or subconscious level. The human brain has the ability to filter out information or experiences which it deems to be too painful or upsetting to deal with, and this may go some way to explain why there are still 12 million smokers in the UK, 70% of whom would like to stop. Yet, despite an ever increasing range of products to help them deal with the physical cravings, they fail in their attempt to give up or don't even get started. It is clear that an extra step is required before smokers move from wanting to quit, to embarking on a programme to help them deal with the physical withdrawal from nicotine.

The Concept

Knowledge is power and it is important that smokers have access in one place to all the relevant information they need, and that it be presented in an ordered format that is pleasing to look at and stimulates the brain. In addition, it is essential that it can be read quickly and that the 'whole' picture can be seen. Processed in this way, information is more readily registered and retained in the long term memory, thus allowing for easier recall, especially in times of struggle or stress.

Mind Maps, the principle behind Quitmap, is recognised as one of the most efficient ways to transfer information to the long term memory by engaging both sides of the brain: with the

use of images, colour and imagination engaging the right side, and keywords and numbers engaging the left. Mind Maps centre around a single image from which coloured, curved branches radiate. This presents order and visual attraction in the form of a diagram.

Quitmap contains two Mind Maps and repeated review, especially during the pre-quit period, encourages the brain to form associations between the negative affects of smoking and the physical and financial benefits of being a non-smoker, thereby creating a desire to quit stronger than the urge to smoke, effectively providing smokers with the ultimate quitting tool - willpower.

Features and Benefits

Non-medical

Quitmap is safe for use by all and can be used in conjunction with nicotine replacement, prescribed medication and alternative therapies including acupuncture, bioresonance, hypnosis etc, or just going cold-turkey.

Quick

Each Quitmap provides the equivalent of 30 000 words of traditional linear notes in a format designed to be reviewed in under 3 minutes

Easy to use

The only commitment required is to use Quitmap repeatedly, both before and after quitting

Informative

Quitmap contains a wide range of essential information including:

Smoker section: fatal and non-fatal illnesses caused by smoking, toxic ingredients in a cigarette, risk from secondhand smoke, affect on childbirth from pregnancy through childhood, smokers' appearance and smell, addictive nature of nicotine and the true financial cost of smoking.

Non-smoker section: benefits of smokers quitting together - physically or virtually, financial and health improvements to be expected, duration of cravings and how to deal with them, weight management, personal reasons and aspirations.

Low investment

Available exclusively online via Pop2Stop.com and selected merchants, Quitmap offers excellent value at only £10.95 (+ postage and packing), representing a cost of only £0.03 per day averaged out over the course of one year.

Membership

Each new customer of Quitmap is automatically registered for free membership of Pop2Stop.com, an online community centred around a common goal - to quit smoking for good. Membership entitles registered users to unlimited access to create a personal online diary (blog), participation in the lively exchanges within the forum area and an essential online guide to their Quitmap.

Progress Monitor

At the top of the non-smoker section, space is provided where quit date can be entered. In addition, around the edge, each day as a non-smoker can be crossed off for a period of one year.

Tactile, handy format

Based on the popoutmap, more commonly used for city, Underground or train maps, Quitmap will fit into a pocket or bag and by its very design relieves one of the problems of quitting - having nothing to do with the hands.

Assuring

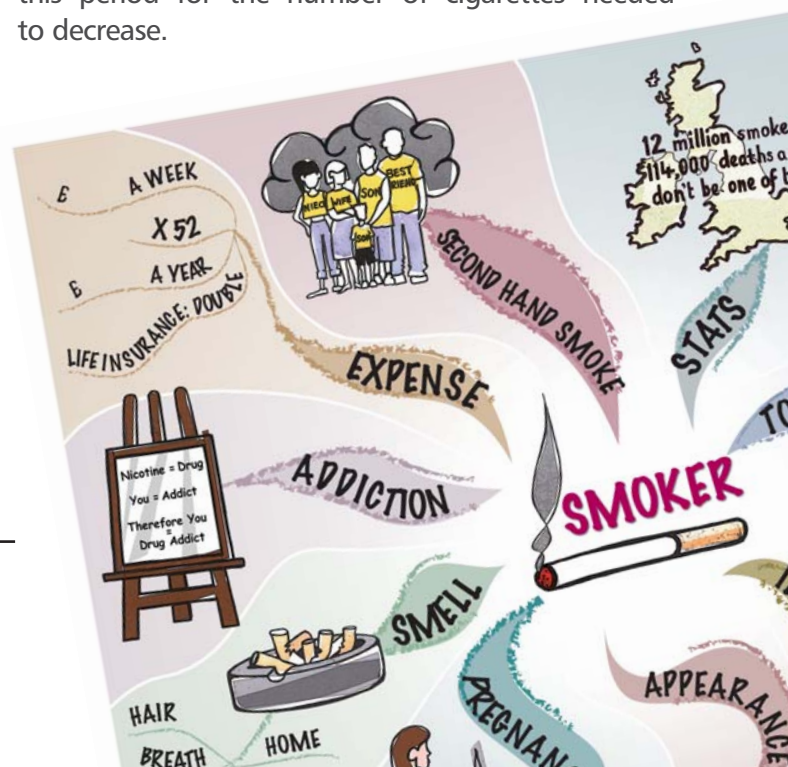
Quitmap contains two positive mental statements which, through repetition, help ingrain information and reverse long-term negative thoughts.

Bespoke

Each smoker's reasons for quitting, their goals and aspirations are unique and sufficient space has been provided to enter relevant information. One of the strengths of Quitmap is combining the most relevant general information with the user's own personal data in one place. This makes each Quitmap specific and therefore more powerful.

Flexibility

Influenced by number of cigarettes smoked and duration, each smoker's situation is as individual as they are. Quitmap can be used for as long as it takes to create a positive mental attitude to quitting, prior to the smoker actually stopping. It is common during this period for the number of cigarettes needed to decrease.



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