

**THE MORE  
YOU VAPE**



**THE HARDER  
IT IS TO QUIT**

- Nicotine tricks your brain by pretending to be other natural chemicals.
- Nicotine works fast. It immediately hits the brain when using cigarettes, smokeless, vapes and pouches.
- With every puff, the brain releases dopamine, the “feel good” chemical, furthering addiction.
- When nicotine wears off, the brain craves more. This is how the brain “learns” to depend on nicotine in order to regulate mood, causing addiction.

**STOP NICOTINE FROM  
HIJACKING YOUR BRAIN.**

Talk or chat with a Coach.

Visit [MyLifeMyQuit.com](https://MyLifeMyQuit.com)  
or text “[Start My Quit](#)” to  
[36072](#) to start today.

**MY LIFE <sup>★</sup> MY QUIT™**

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