

Survey Results:

AVERAGE TRIAL PARTICIPANT:

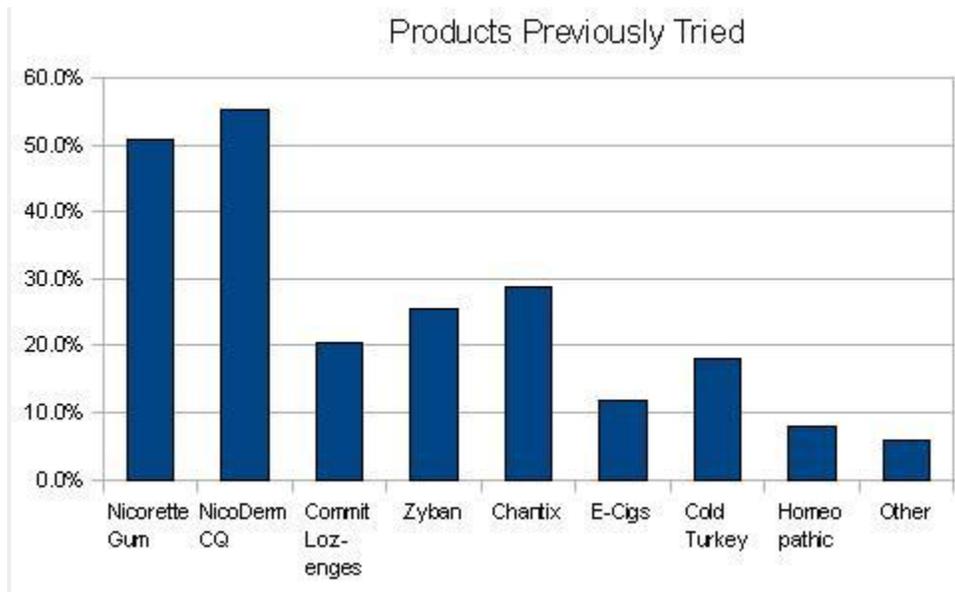
Number of Years as Smoker: 23.7

Cigarettes per Day: 18.1

Tried Quitting Previously: 93.8%

Number of Attempts: 5.7

Products Previously Tried:



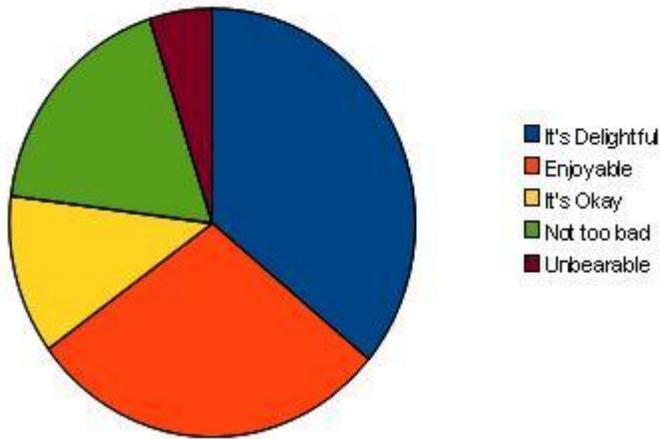
Smoking Cessation Products Previously Tried

1ST WEEK USING QUIT TEA

Average Number of Cups per Day: 3.1

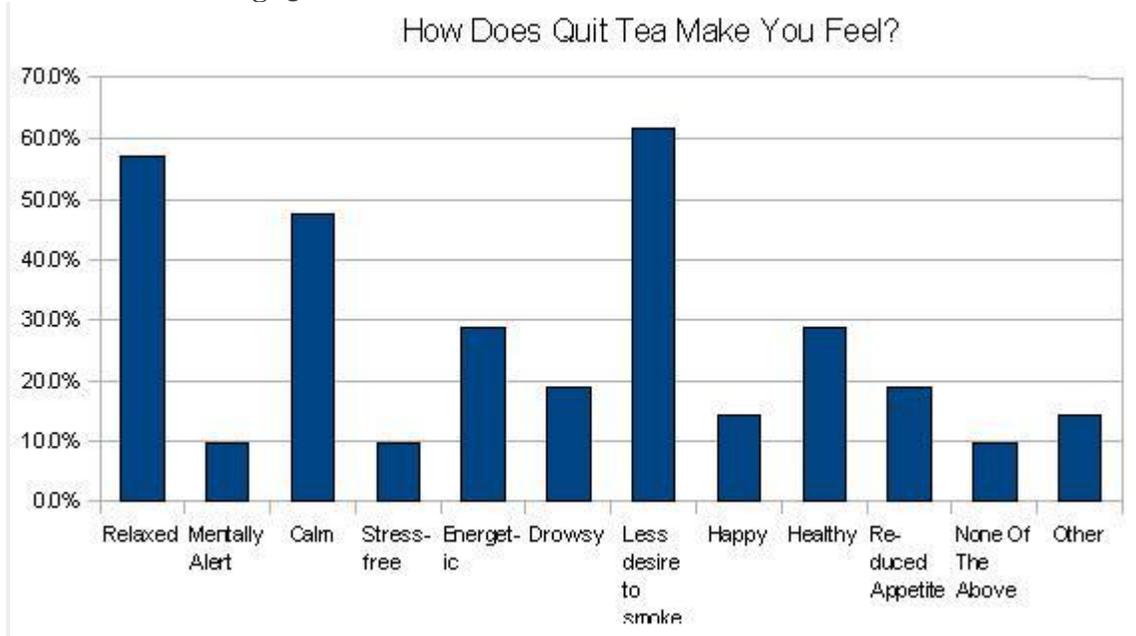
What Do You Think of the Taste?

How Does Quit Tea Taste?



How Does Quit Tea Taste?

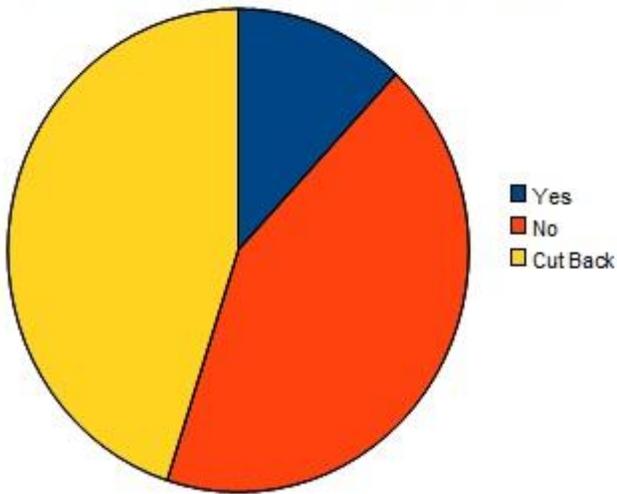
How Does Drinking Quit Tea Make You Feel?



How Does Quit Tea Make You Feel?

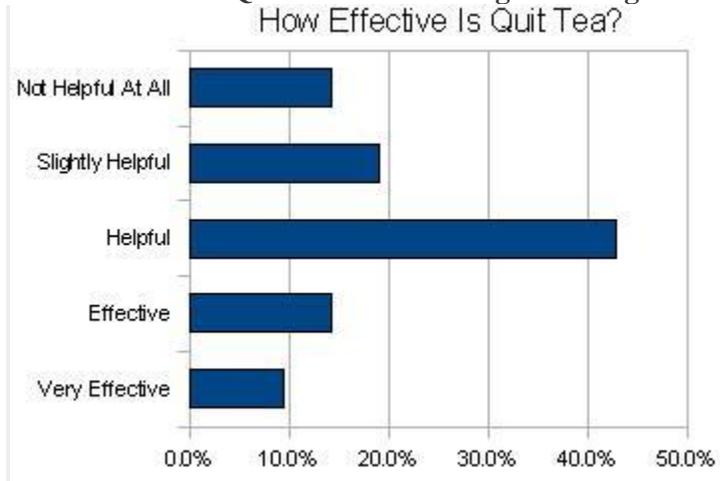
Have You Stopped Smoking After 1 Week?

Have You Stopped Smoking After 1 Week?



Have You Stopped Smoking Week 1

How Effective is Quit Tea at Reducing Your Cigarette Cravings?



How Effective Is Quit Tea At Reducing Cigarette Cravings?

Will You Continue Using Quit Tea as Part of a Smoking Cessation Program?

Yes 71.4%

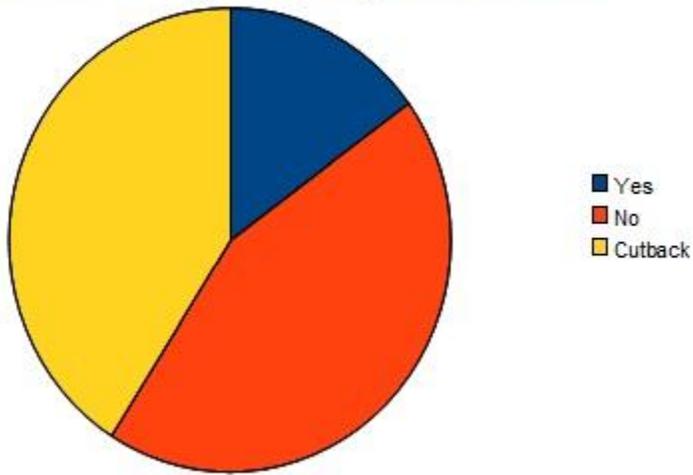
No 9.5%

Maybe 19.1%

4TH WEEK USING QUIT TEA:

Have You Stopped Smoking?

Have You Stopped Smoking After 4 Weeks?



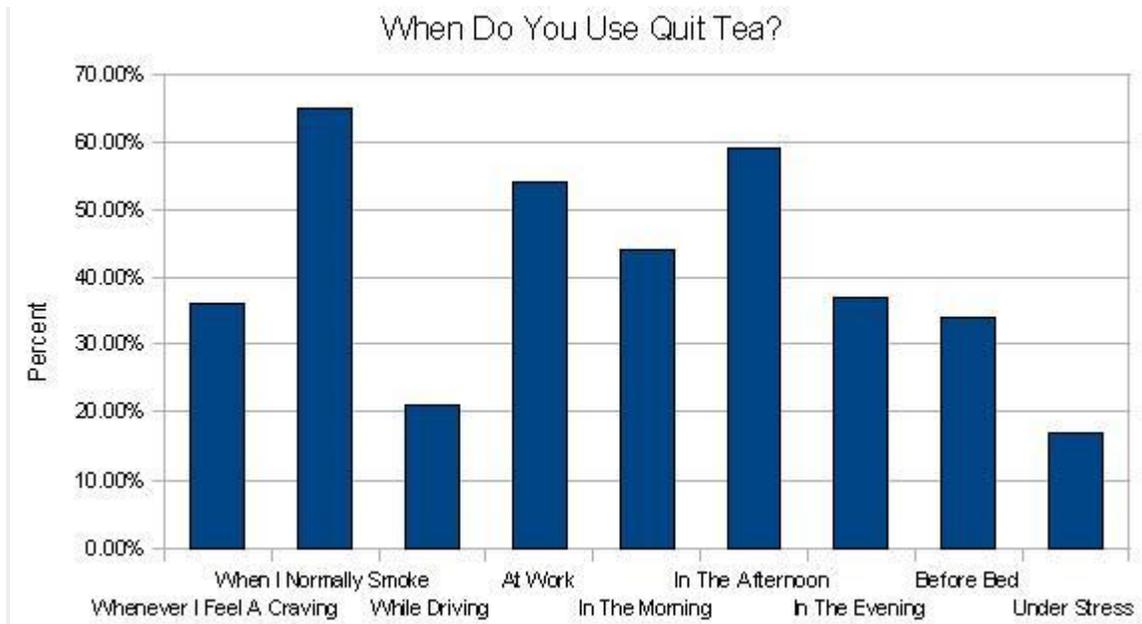
Have You Stopped Smoking Week 4

How Do You Use Quit Tea?

Regularly: 71%

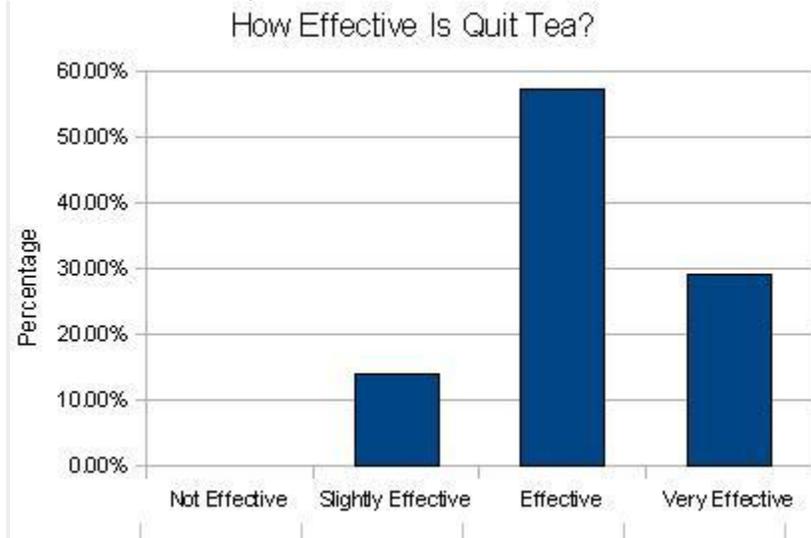
Irregularly: 29%

When Do You Use Quit Tea?



When Do Participants Use Quit Tea

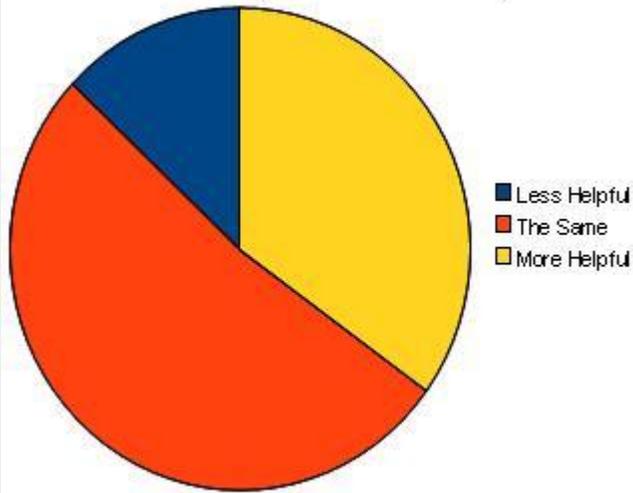
How Effective Is Quit Tea?



How Effective Is Quit Tea After 4 Weeks?

Compared To Other Smoking Cessation Options, How Would You Rate Quit Tea?

Quit Tea Compared To Other Options



Quit Tea Compared To Other Smoking Cessation Options

Will You Continue Using Quit Tea?

Yes 72%

No 11%

Maybe 17%

Would You Recommend Quit Tea To Others?

Yes 95%

No 0%

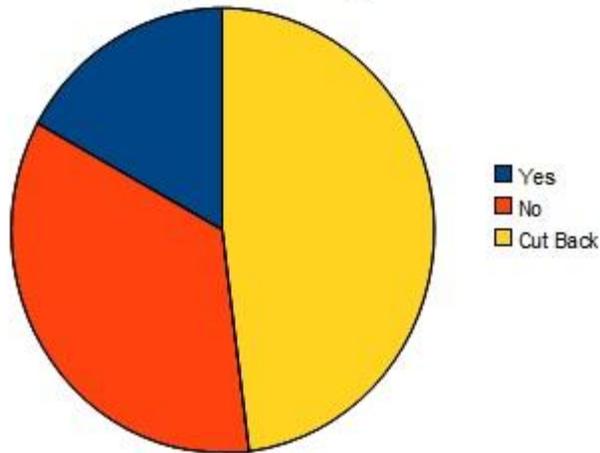
Maybe 5%

9TH WEEK USING QUIT TEA:

Have you Stopped Smoking?

Yes – 17%!!

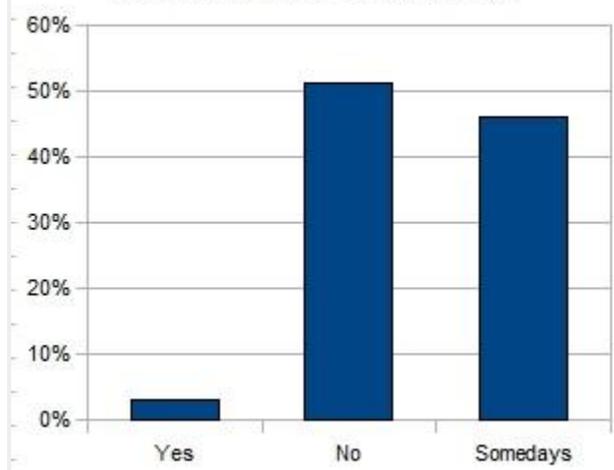
Have You Stopped Smoking After 9 Weeks?



Have you Stopped Smoking Week 9

Do You Use Quit Tea As Consistently As you Did In Weeks 1-8?

Use Quit Tea As Consistently?



Use Quit Tea As Consistently

Will You Continue Using Quit Tea To Help You Remain Smoke Free?

Yes – 72%

No – 28%