

**THE  
BURNING  
TRUTH**

THINGS TO CONSIDER BEFORE YOU START SMOKING

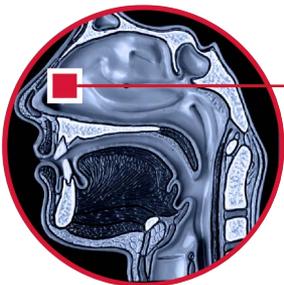
WHAT'S THE  
**WORST**  
THAT COULD  
**HAPPEN?**

We've all heard that smoking can cause lung cancer and kill you. That's all true in the long term. You may have heard that some people smoke all their lives and live to a healthy old age. That's true, too. Not many people tell you about what else smoking does to you, even in the short term. So, let's talk about that.

You've probably got some aspirations, some goals and dreams. So how about it; **what do you want to be?**

# MASTER CHEF?

Cooking is your passion, because you love food. And we're not just talking pizza and ice cream, here: you've got a real taste for real tastes. Maybe you have a career in culinary arts ahead of you. You could be head chef in the fanciest restaurants in the world, or open up your own little restaurant on your own.

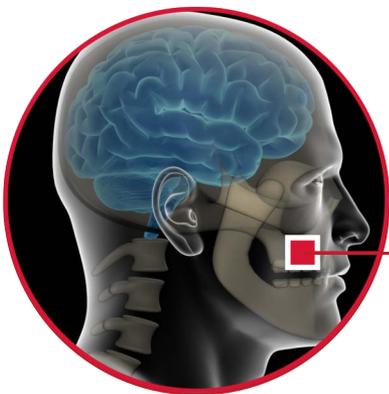
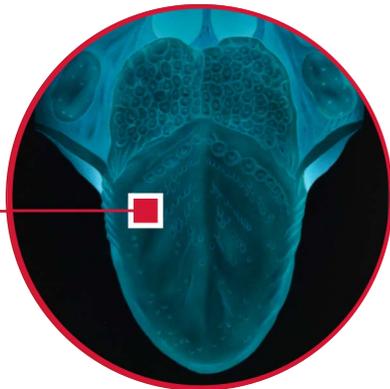


## smells like styrofoam

Smoke damages olfactory nerves, impairing your sense of smell

## bitter?

Nicotine's bitter flavour overrides most other tastes



## taste less

Nicotine' inhibits taste receptors, and interferes with areas of the brain associated with taste

# THINK AGAIN.

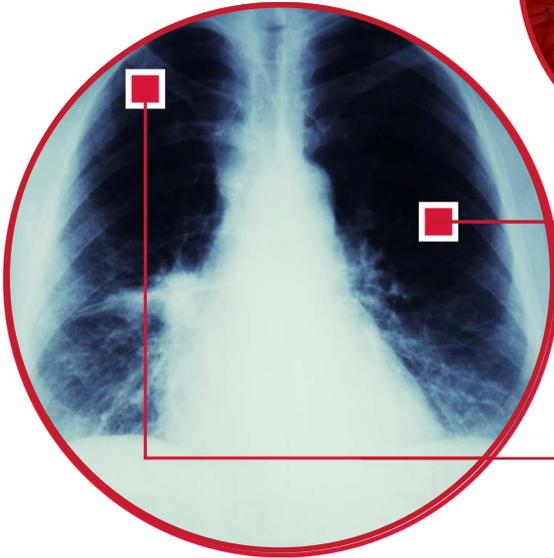
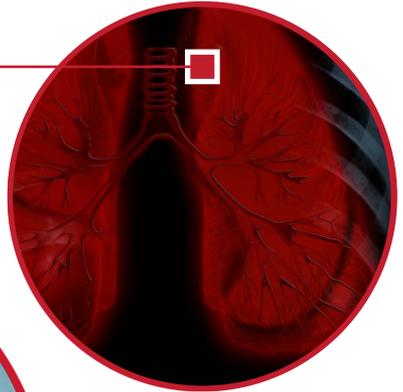
Smoking dulls your senses of smell and taste. A gourmet chef needs to be able to detect the slightest imbalance of flavours, and you're not going to be able to taste the difference between cilantro and maple syrup. Also, all that coughing and spitting is kind of gross.

# STAR ATHLETE?

Since you were little, you've had a natural talent for sports. Your folks helped you develop your skills by playing with you, sending you to training camps, and endlessly supporting you. Finally, you've found your sport, and you're getting pretty good at it. Maybe someday you'll get a shot at the big game and the big leagues... who knows?

# Wheeeze...

Emphysema deforms lungs, making you short of breath



*take a deep breath*

Tar deposits block bronchioles, causing smoker's cough

*nothin' sillia*

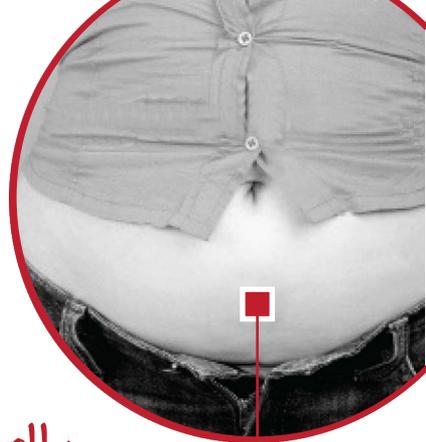
Nicotine kills cilia, making it harder to get rid of tar

# THINK AGAIN.

Smoking decreases your lung capacity, making you slower, weaker, and quickly short of breath. When everyone else is doing all they can to be their best, you've made a decision to set yourself back.

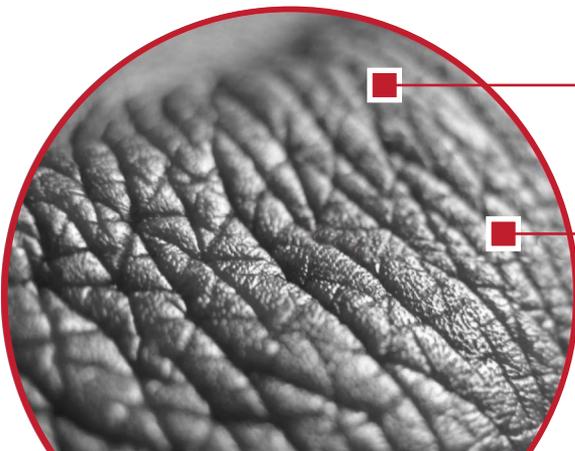
# BEAUTY QUEEN ?

Okay, so looks aren't everything, but you've got'em in a serious way. You take pride in your appearance and it treats you well. Friends come to you for fashion tips and you're happy to help. Maybe one day you'll turn that into a career: modelling, film, esthetician, fashion designer... endless possibilities.



## potbelly

Hormone imbalances wreak havoc on your body shape



## you don't look a day over 85

Nicotine causes premature aging, graying and wrinkling of the skin

## waste away

Toxins reduce collagen in your skin, making it thinner and less healthy

# THINK AGAIN.

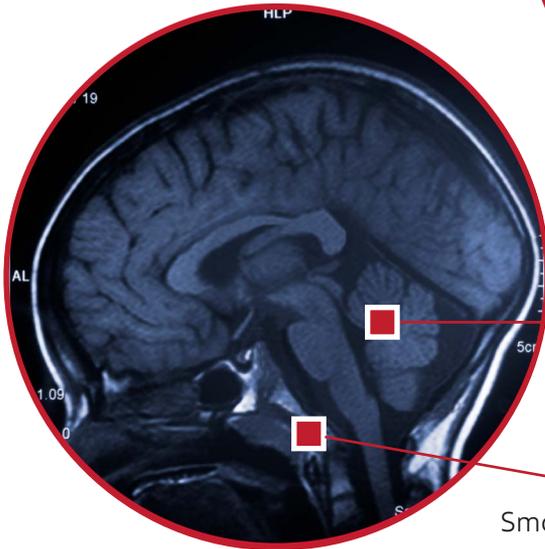
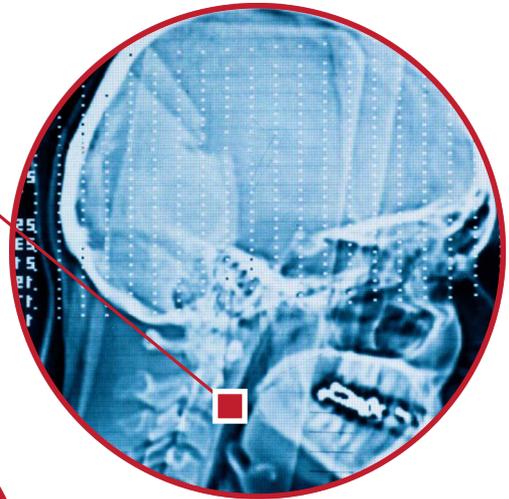
Smoking yellows your teeth, ruining that perfect smile. It ages and grays your skin, giving you wrinkles and duller skin, and even if you cover it up with makeup, nothing's going to hide the stink of smoke on your clothes and body, and in your hair and breath.

# ENTREPRENEURIAL GENIUS ?

You have a head for new ideas. You write 'em down when you can, but you get so many it's hard to keep track. Your grades are good, and they're really good when you want them to be. If you meet with the right people and learn a few things about business, you'll be able to put all those ideas to good use: start a company; develop an awesome overseas aid program; invent a billion-dollar gadget; innovate. It's all out there for you to find.

## choke!

The carotid artery becomes blocked, cutting off blood supply to your brain



what was i thinking?

Nicotine changes brain chemistry, resulting in affected memory and mood

duuuuhhhh...

Smoking lowers the speed and accuracy of thought, and even your IQ

# THINK AGAIN.

Smoking makes you a little slower and a little less sharp, and can mess with mood and memory. If you're going to compete, you'll have to be sharper than that.

# THE GOOD NEWS

More and more teens are making the smart decision to avoid smoking than ever before. In fact, the percentage of Canadian smokers has been steadily dropping since 1980, falling from 24% in 2001 to 15% in 2007. Teens used to feel that “everyone’s doing it”, but every year that statement gets more and more absurd. Also, more and more people are quitting. In 2000, Canada had more ex-smokers than current smokers. Do yourself a favour and say “no”, then do someone else a favour and help them quit.

# DID YOU KNOW?

- Your senses of smell and taste are linked. That's why you can't taste anything when your nose is clogged.
- In many cases, quitting smoking can almost reverse all the awful side-effects, even for long-time smokers.
- Some chemicals found in cigarettes: car exhaust; rat poison; nail polish remover; lighter fluid; window cleaner; lead. Yeah, that's gross.
- Several Countries outlawed tobacco use in the 1600s, including China and Russia.

I \_\_\_\_\_

as part of **Operation: Butt Out**, promise to

**never start**

**quit smoking cigarettes**

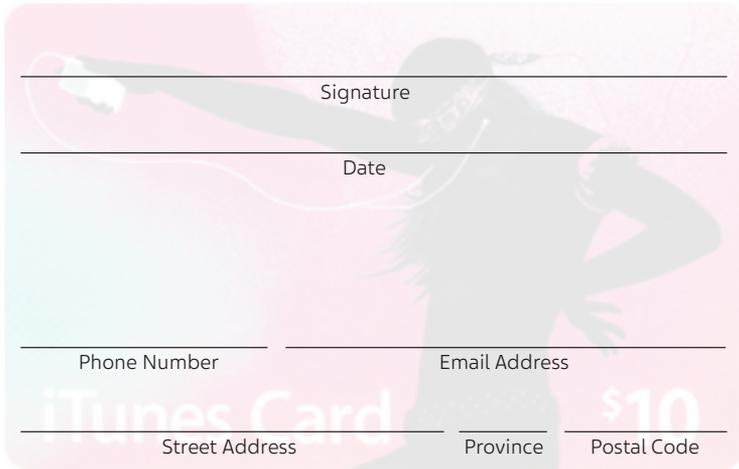
and to help spread the word about the dangers of smoking.

\_\_\_\_\_ Signature \_\_\_\_\_

\_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_ Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

\_\_\_\_\_ Street Address \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_



**Please send me more information on smoking's effects...**

**for myself**



# WANNA KNOW MORE?

The pharmacist who gave you this knows a lot about smoking, what it does to you, and how to help someone you know quit. If you need more information, drop in at your pharmacy and ask your pharmacist any questions you have.

