

Stars sign on to...

# GIVE UP SMOKING

We sent an *OK!* staffer to road test the latest celebrity method of kicking the cigarettes for good...

**T**his year, more than 3 million Australians will have made a New Year's resolution to quit smoking. But despite the gory TV ads and the Smoke-free Environment Act (banning smoking in pubs and restaurants), kicking the habit is never easy. There are many theories about the best way to stop, but most experts agree the biggest battle with nicotine is in your head. With this in mind,

we sent *OK!* staffer Mark Brandon along to experience Allen Carr's Easyway smoking cessation method, which helped Jackie O and Ashton Kutcher quit for good. The secret? It's all about removing the 'desire'. Mark hadn't previously considered giving up his half-a-pack-a-day habit, but was willing to try this breakthrough method. 'I didn't have a reason, but if there was an "easy way" I could give up, then I'd give it a go.'



The Cancer Council claims there are about 15,000 smoking-related deaths each year in Australia. Give those cancer sticks the flick!

**Jackie O** says she gave up smoking – with the help of Allen Carr's seminar – to prepare her body for pregnancy. Below: **Ashton Kutcher** is another success story

TEXT BY TESSA LOWNDES. PHOTOGRAPHS BY GETTY/SCOPE

## Mark's diary



**DAY 1:** 'It was like rocking up to rehab, but not as cool,' says Mark of the course. 'The educator did a lot of talking about changing how we see smoking – undoing all the myths that it's relaxing, social, stress relieving...' After five hours of talk, and having puffed his last ciggie, it was up to Mark to follow through.

**DAY 7:** So far he hasn't had any cravings. 'I just feel like something's missing but it doesn't last long before I remember I'm not a smoker,' says Mark, who admits he's been a little irritable in the afternoons.

**DAY 14:** 'It definitely feels like it's getting easier,' says Mark. 'I'm not thinking about the whole "smoking/not smoking" thing as much.' For many smokers, the fear of putting on weight is a deal breaker, but Mark says it's all about being prepared. 'I've been paranoid about gaining weight so have stocked up on healthy snacks and fruit – so far, the scales are looking OK.'

**DAY 28:** 'One month later and I feel 100 per cent like a non-smoker. Occasionally I'll feel a bit weird, just an odd sense of something's missing, but the feeling passes in a second. Even during a few big nights out drinking it hasn't even crossed my mind. I'm getting the snacking under control and have only gained one kilo!'

## HOW IT WORKS

Allen Carr's Easyway method removes the desire to smoke. In theory, by removing the desire, the conflict is removed. With no conflict, the whole quitting process is easy and, for many people, extremely empowering.

## WHO CAN DO IT

Anyone! It works for both heavy smokers and casual puffers.

## RESULTS

The method boasts a success rate of 90 per cent (with a money-back guarantee), and for Mark it's so far so good.

## DO IT NOW

To enrol, visit [www.allencarr.com.au](http://www.allencarr.com.au). The five-hour group sessions are held nationally at a cost of \$480, and most people only need one session.

## TAKE-HOME TIPS

**A**ccording to HealthInsite, smoking contributes to the three diseases that cause most deaths in Australia – heart disease, stroke and lung cancer (according to Professor Ian Oliver, lung cancer claims more Australian lives than any other cancer!). The national Quitline (131 848) provides 24/7 advice to smokers who want to kick the habit, offering assistance in planning the attempt, advice on different techniques and information on stop-smoking programs.

