

THE TRUE ROLE OF NICOTINE IN SMOKING

Cigarettes – and that's all of them, even so-called light or low tar brands - contain over 4,000 chemicals, including at least 43 that can increase your risk of cancer. They also contain nicotine, which doesn't cause cancer itself, but is the reason why you crave a cigarette in the first place.

You see, when you smoke, your brain grows new receptors that thrive on nicotine. Then, when you quit, these receptors no longer get the nicotine they need – and that's what causes the cravings.

It may surprise you to know that nicotine can actually help you to stop smoking. Therapeutic nicotine, which is in NiQuitin products can double your chances of quitting, compared to relying on willpower alone. This is because it gives your body the nicotine it craves with none of the cancer-causing smoke. Then you step down the dosage gradually as your need for nicotine lessens – until ultimately you don't need it any more.

THE EFFECTS OF SMOKING

YOUR SKIN, HANDS, TEETH - AND THE WORLD AROUND YOU

As an adult smoker, you can find yourself with:

- Wrinkles around your eyes and mouth – smokers' skin can be prematurely aged by up to 20 years
- Skin that has been dried out by tobacco smoke and starved of oxygen and nutrients, as smoking restricts your blood vessels and reduces the flow of blood to your skin
- Tobacco-stained fingers
- Yellowish brown teeth, gum disease and bad breath
- A wardrobe, house and car that permanently smell of smoke

YOUR SEX LIFE AND HEALTH

Men who smoke are more likely to suffer impotence and loss of stamina. Overall, smoking increases the risk of impotence by about 50% for men in their 30s and 40s.

For women, smoking can reduce fertility. In one study, smokers were more than three times more likely to take over a year to conceive, and it was estimated that smoking women were only 72% as fertile as non-smokers.

YOUR HEART AND CIRCULATORY SYSTEM

Smokers are two to three times more prone to heart attacks than non-smokers, and much more likely to suffer from strokes, blood clots and angina - and die from heart disease.

YOUR LUNGS

Tobacco smoking is responsible for nearly all cases of Chronic Obstructive Pulmonary Disease. That includes diseases like emphysema and chronic bronchitis, which leave sufferers breathless and unable to do many activities.

90% of primary lung cancers are caused by smoking. It's the biggest cancer killer in the UK and nearly one in four smokers who die prematurely die of lung cancer. Your lungs are damaged not just by the number of cigarettes you smoke, but by the number of years you've been a smoker. So the sooner you stop, the better.

OTHER TYPES OF CANCER

As a smoker, you increase your risk of cancers of the mouth, bladder, kidneys, pancreas, stomach, liver, colon and cervix, as well as the risk of developing leukaemia.

DIABETES

If you smoke, your risk of developing Type 2 (adult onset) diabetes is two to three times higher than if you don't. And if you do develop it, smoking also significantly increases your risk of complications and death.

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