



About the Quit For Life Program

The Quit For Life[®] Program, brought to you by the American Cancer Society[®] and Alere Wellbeing, is the nation's leading tobacco cessation program. The program helps people overcome their physical, psychological and behavioral addiction to tobacco using a seamlessly integrated mix of medication support, phone-based cognitive behavioral coaching and web-based learning and social support.

A specialized, highly trained Quit Coach[®] helps eligible participants* gain the knowledge, cognitive skills and behavioral strategies necessary to successfully quit tobacco for life. Program participants receive up to 5 outbound coaching calls and unlimited toll-free access to a Quit Coach for the duration of the program. They are also provided a printed workbook and access to Web Coach[®], an online community comprised of e-learning tools, social support and information about quitting. And if a participant is enrolled in Toys“R”Us medical coverage and successfully completes the program, they may be eligible for the Non-Tobacco User medical premium discount.

Since 2004, more than 800,000 people have enrolled in the Quit For Life Program and satisfaction levels have remained consistently above 90 percent. The program was developed by nationally recognized experts; has been subject to continuous improvement in the past 25 years; and reflects Alere Wellbeing's standards of excellence in industry-leading outcomes, service quality and transparent reporting of results. The program is known to be based on the most up-to-date, clinically proven science available on tobacco cessation.

The Quit For Life Program employs the **4 Essential Practices to Quit For Life**, evidence-based principles to help people quit all types of tobacco.

1. **Quit At Your Own Pace** – Quit on your own terms, but get the help you need, when you need it.
2. **Conquer Your Urges to Smoke** – Gain the skills you need to control cravings, urges and situations involving alcohol.
3. **Use Medications So They Really Work** – Learn how to supercharge your quit attempt with the proper use of nicotine substitutes or medications.
4. **Don't Just Quit, Become a Nonsmoker** – Once you've stopped using tobacco, learn to never again have that “first” cigarette.

For more information about the Quit For Life Program or to enroll, visit www.quitnow.net or call 1-866-784-8454.

****Quit for Life is a Company- provided program available to benefits eligible team members with 90 days of service. Enrollment in benefit coverage is not required to participate in the program.***

The Quit For Life[®] Program is brought to you by the American Cancer Society[®] and Alere Wellbeing. The two organizations have 35 years of combined experience in tobacco cessation coaching and have helped more than 2 million tobacco users. Together they will help millions more make a plan to quit, realizing the American Cancer Society's mission to save lives and create a world with more birthdays.