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To give up smoking is a common New Year resolution. You can, for life, in just five hours, says **Arlene Harris**

Are you a quitter?

THE new year is here and many people have made a well-intended resolution to give up smoking. More than 7,000 people die from smoking-related illnesses each year in Ireland and quitting can seem an impossible challenge. In its tenth successful year in Ireland, Allen Carr's Easyway to Stop Smoking offers smokers the chance to ditch cigarettes, for life, with one drug-free therapy session. "Our programme is unique in that it tackles the issue from an innovative perspective," says director, Brenda Sweeney. "Most smokers fear that life without cigarettes will be empty and miserable, that they will not be able to handle stress or enjoy social occasions — our method explodes all of those myths."

Common misconceptions:

- Nicotine takes three days to leave the body.
- You will experience withdrawal symptoms.
- Your body physically craves nicotine.
- Smoking is a habit.

"All of these are just excuses," says Sweeney. "The body does not crave nicotine, it gets rid of it as fast as it can. Smoking is a psychological addiction, where the brain is craving the experience — without

it, we feel something is missing. Our therapy helps to remove the fear of being without a cigarette." Allen Carr's method is unique as it doesn't replace nicotine with other drugs. The one-off session lasts for five hours — all therapists are ex-smokers who used the method themselves to get free. "Over 20,000 people have attended the Irish clinics since we opened in 1998," says Sweeney. "Our worldwide success rate is over 90% and the

method has helped over ten million people quit smoking."

Allen Carr clinics are based in Cork and Dublin, with corporate sessions available nationwide. The session costs €320, but a €50 discount will be offered to anyone signing up this month. Follow-up sessions and a money-back guarantee are available.

■ Information: www.easyway.ie/1890379929

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**ASHES TO
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Easyway
method will put
your smoking
habit to rest
forever.**