



" This was my 6th time through a 30-day treatment, and I relapsed, they were all smoking facilities. Every one ought to be non-smoking because I know how smoking and addictions go hand-in-hand." -Ronnie, who quit all his addictions once he quit smoking

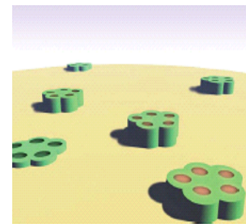
# Why Is It So Hard to Quit Smoking?

## What the Tobacco Companies Don't Want You to Know

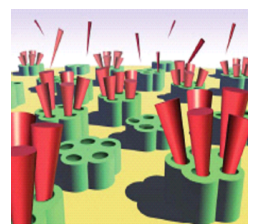
Nicotine, the addictive substance in tobacco, is one of the hardest to quit. Many have said quitting smoking was harder than quitting heroin or cocaine.

## How Does Nicotine Alter Your Brain?

Nicotine fits in areas of your brain called receptors. This releases dopamine, which gives you a "rush" of good feelings. The trouble is, it's temporary. Over time, the brain learns it needs nicotine to feel good. And, the more you smoke, the more receptors it builds. Billions of them. For some, more than others, which is a reason why some folks have a harder time quitting.



Without nicotine

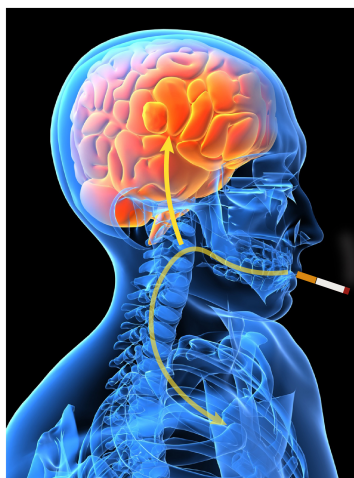


With nicotine

You smoke



Nicotine enters your lungs and brain



Nicotine creates a "buzz"



Buzz stops, giving you cravings :-)



Three ways to get started with the free, 24/7 Quit Line:



Call 800-QUIT-NOW



Text READY  
to 200-400



[Chat Online](#)

WISCONSIN TOBACCO  
**QuitLine**  
**800-QUIT-NOW**  
or text READY to 200-400

Produced by the University of Wisconsin  
Center for Tobacco Research & Intervention

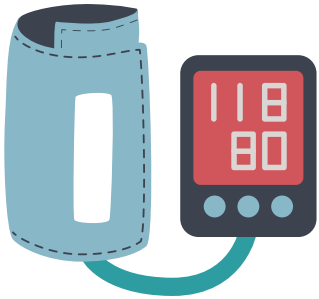
# What Happens When I Quit Smoking?

When the receptors in your brain do not get nicotine, the “feel-good” rush is cut off. This can:

- Give you headaches, bad mood, hunger, or low energy.
- "Trigger" you to crave tobacco in certain situations.

The Good news is:

- When you quit, the number of nicotine receptors in your brain will eventually return to normal.
- Cravings will happen less and less.
- In time, the cravings will fade away completely!



20 MINUTES  
AFTER  
QUITTING:

Your heart rate and  
blood pressure  
drop to normal levels.



1 YEAR AFTER  
QUITTING:

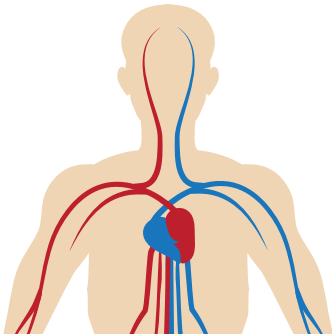
Your risk of coronary  
heart disease is half  
that of a smoker.

12 HOURS AFTER  
QUITTING:

The carbon monoxide  
level in your blood  
begins to drop to normal.



5-15 YEARS  
AFTER QUITTING:  
Your risk of  
stroke is that of  
a nonsmoker.



2 WEEKS  
TO 3 MONTHS  
AFTER QUITTING:

Your circulation  
and lung function  
improve.

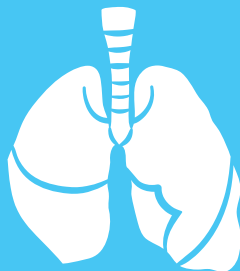


10 YEARS AFTER QUITTING:

Your risk of dying from lung  
cancer is about half that  
of a smoker. Your risk of  
throat cancer, bladder cancer  
and kidney cancer  
decrease.

1-9 MONTH  
AFTER QUITTING:

Coughing and  
shortness of breath  
decrease.



15 YEARS  
AFTER QUITTING:

Your risk of  
coronary heart disease  
falls to that of a  
nonsmoker's.



Call 800-QUIT-NOW



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200-400



[WiQuitLine.org](http://WiQuitLine.org)