

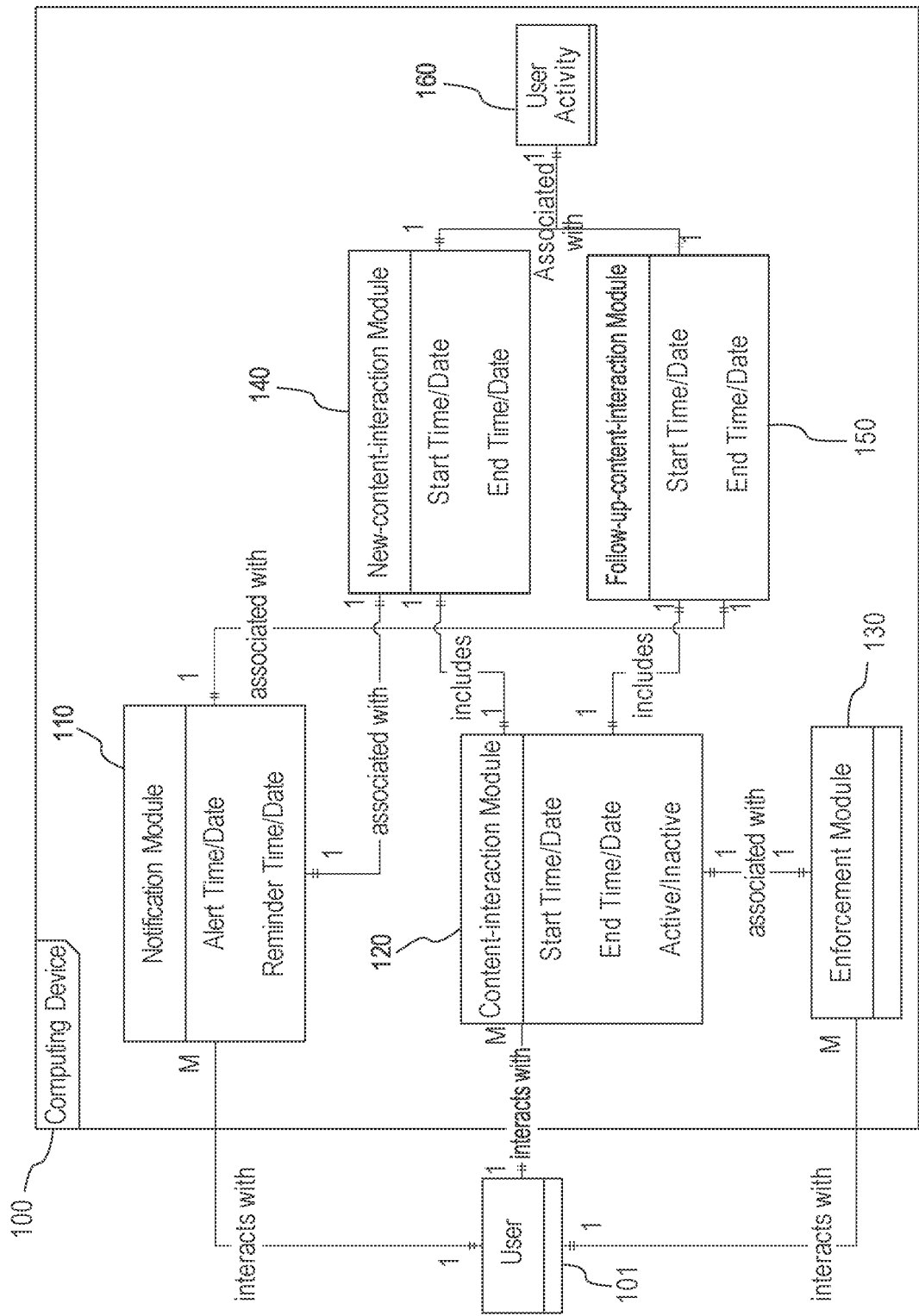
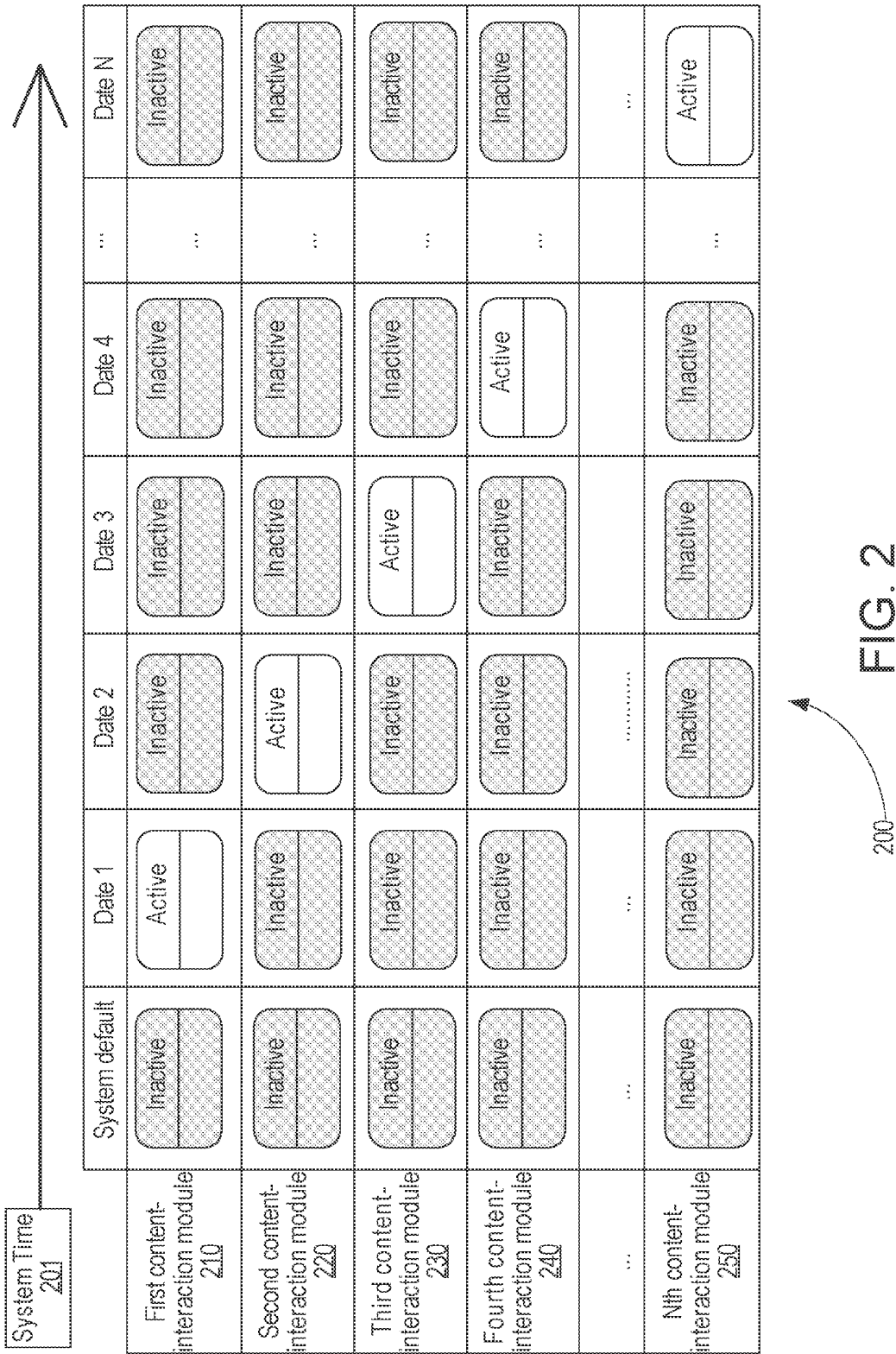


FIG. 1



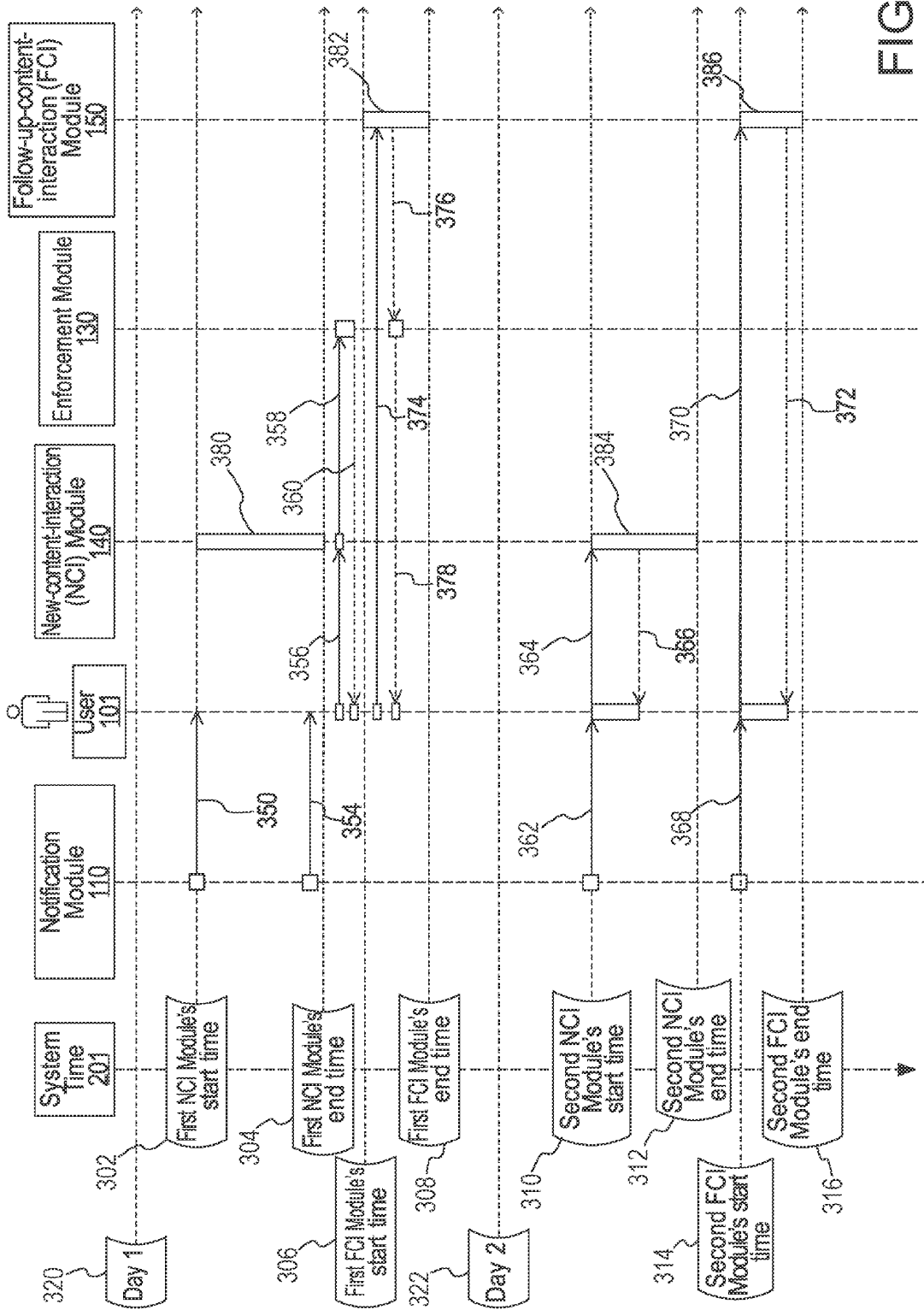


FIG. 3

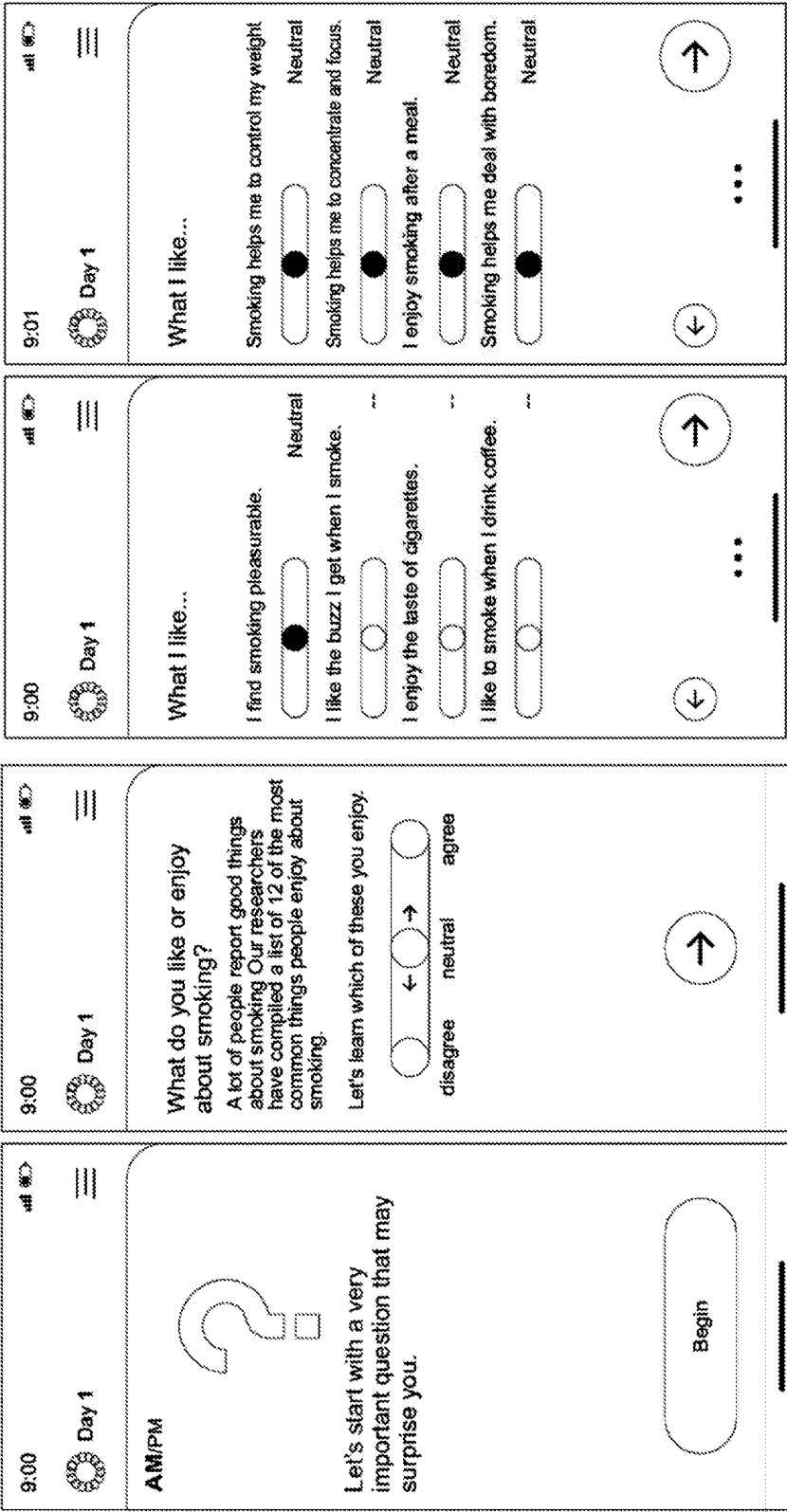


FIG. 4A

FIG. 4B

FIG. 4C

FIG. 4D

9:01

Day 1

What I like...

Smoking relaxes me. ☐

Neutral

I feel less stressed after I smoke. ☐

Neutral

Smoking helps me cope with sadness or depression. ☐

Neutral

When I smoke, I forget my problems. ☐

Neutral

Submit

9:01

Day 1



Thanks for taking an honest look at what motivates you to smoke.

Make a quick mental list of 5 or more activities or situations where you just CANNOT see yourself or others smoking.

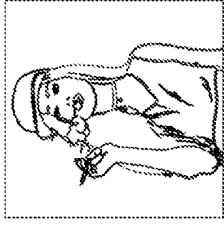
Select: Continue to see the photo gallery with the 3 examples that we have come up with.

Swipe through to see all 3 images.

Continue

9:02

Day 1

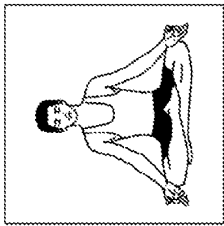


Maybe they know something...

14% of all US adults smoke cigarettes but only 2% of physicians in the US smoke cigarettes.

9:02

Day 1



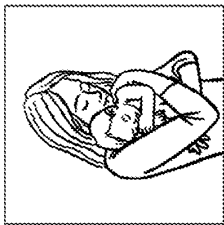
That must be the 'Burning Tree' pose...

Smokers have higher resting heart rates because the heart must constantly work harder to deliver enough oxygen to the body.

8:01

Settings

Day 1



Do as I say, not as I do.

Moms and Dads influence their children's smoking, parents who smoke are more likely to have teenagers who smoke.

As you go through the rest of the day, pay attention to people or situations where you would NOT expect someone to be smoking. The more absurd you can imagine it, the better.

See you this evening

FIG. 4E

FIG. 4F

FIG. 4G

FIG. 4H

FIG. 4I

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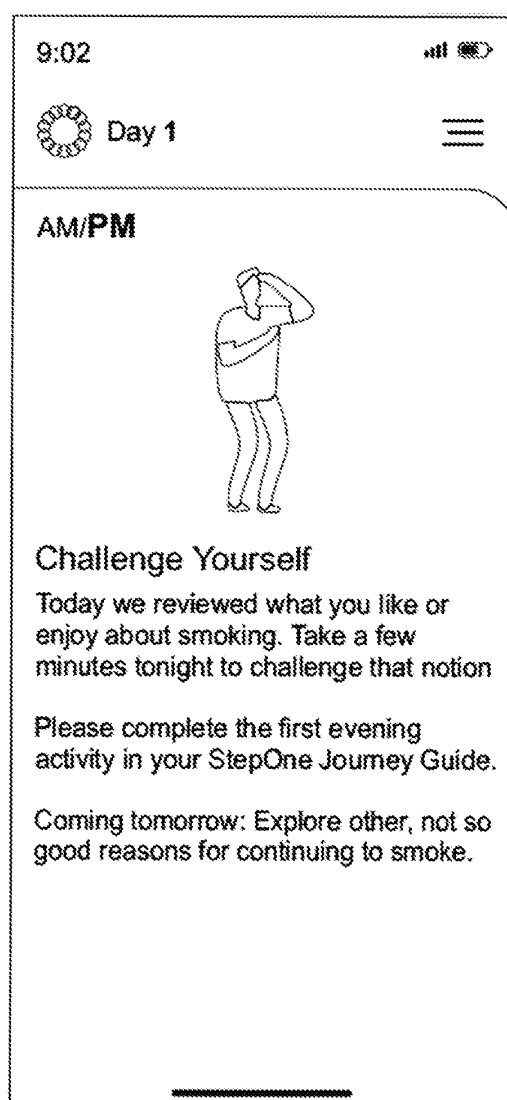


FIG. 4J

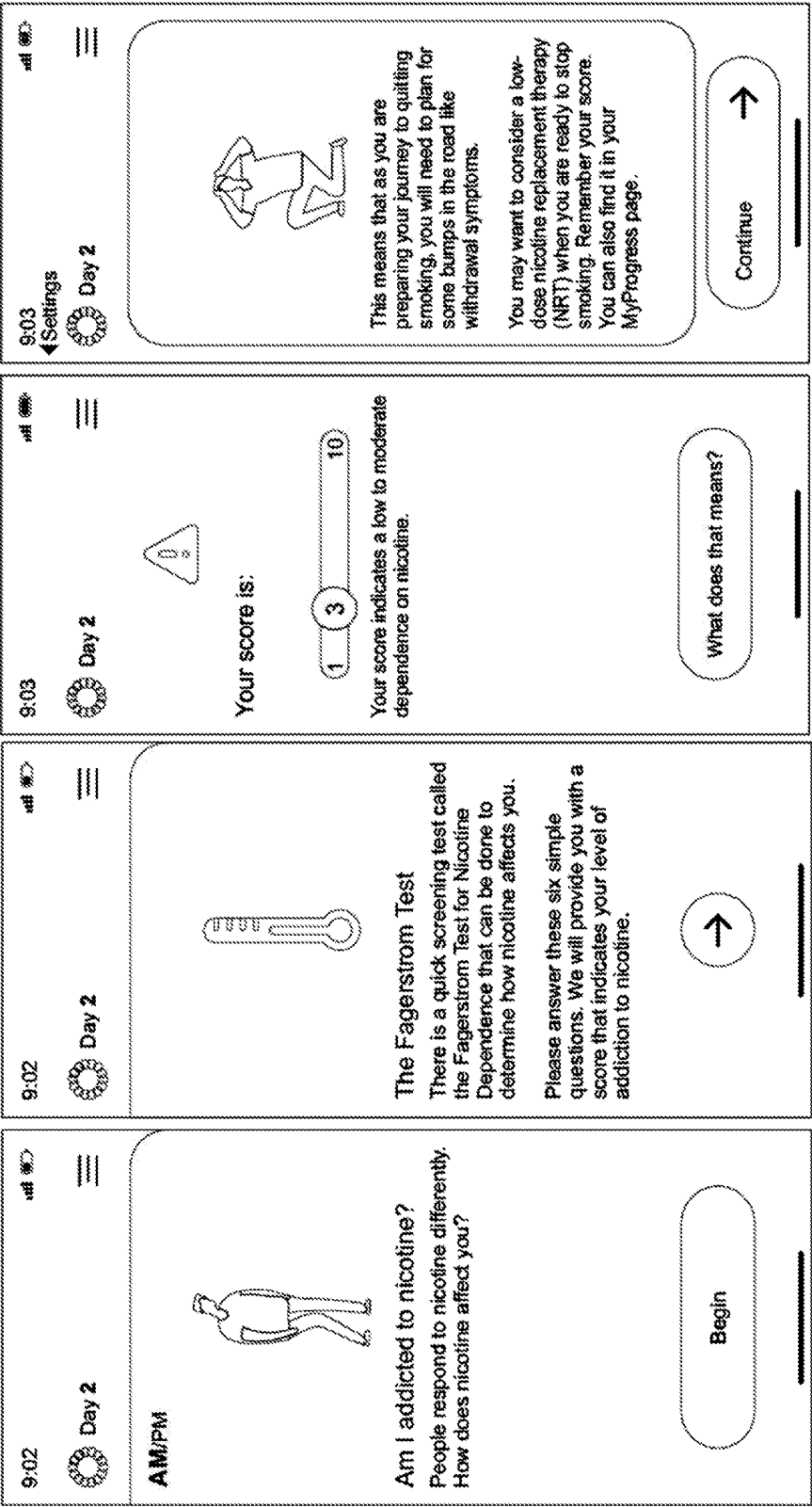


FIG. 5A

FIG. 5B

FIG. 5C

FIG. 5D

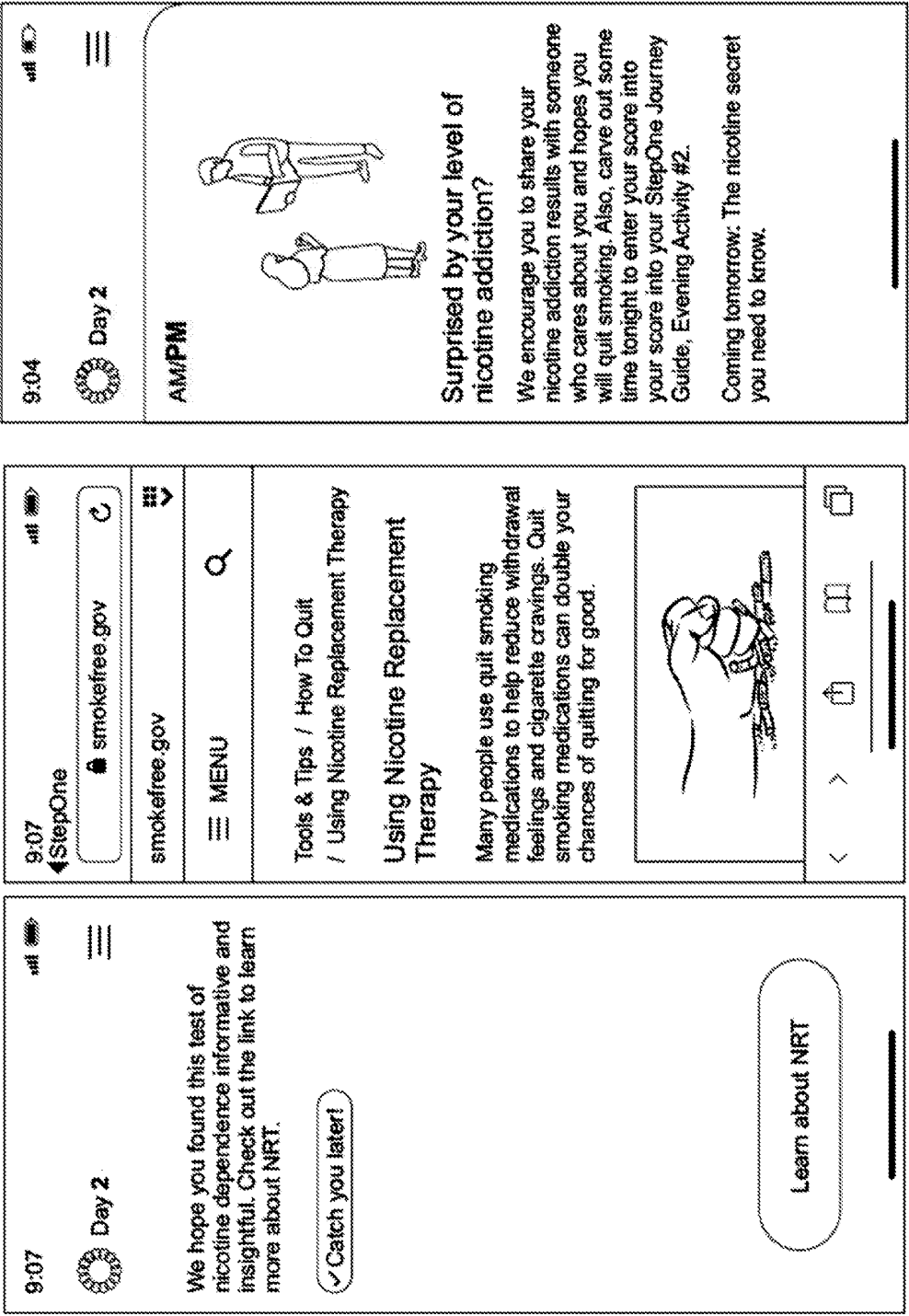


FIG. 5G

FIG. 5F

FIG. 5E

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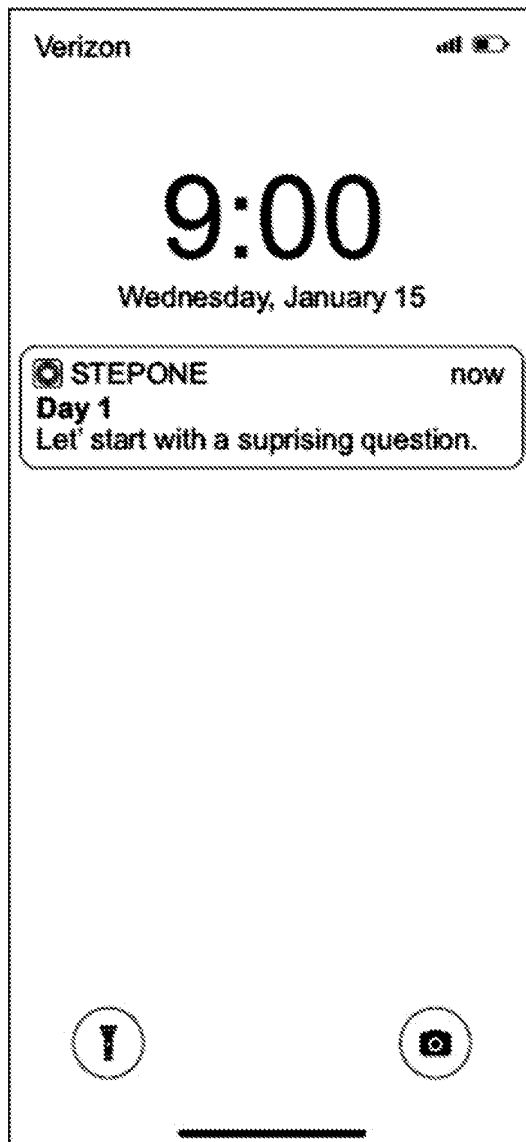


FIG. 6A

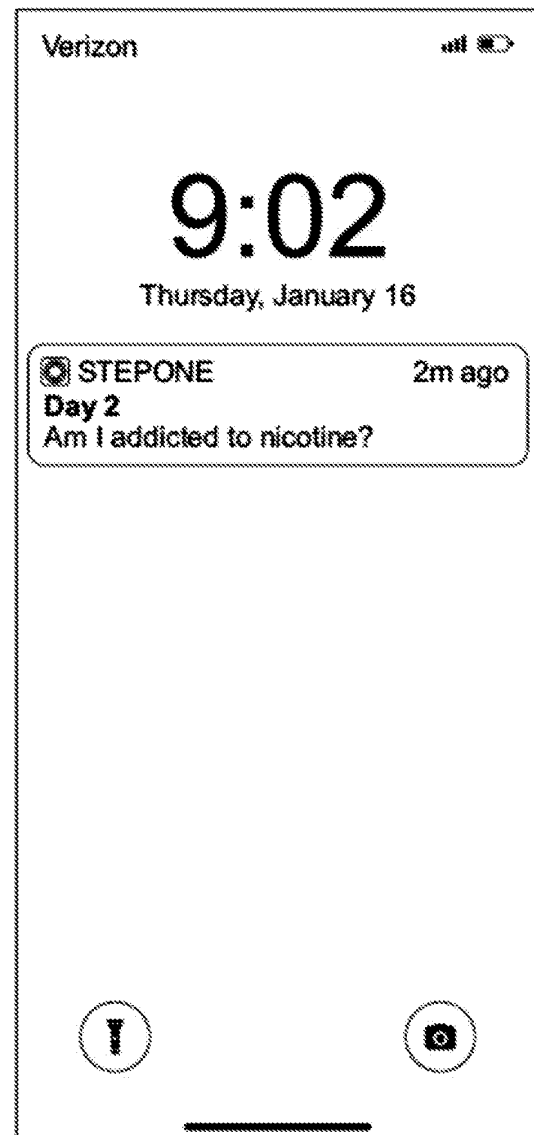


FIG. 6B

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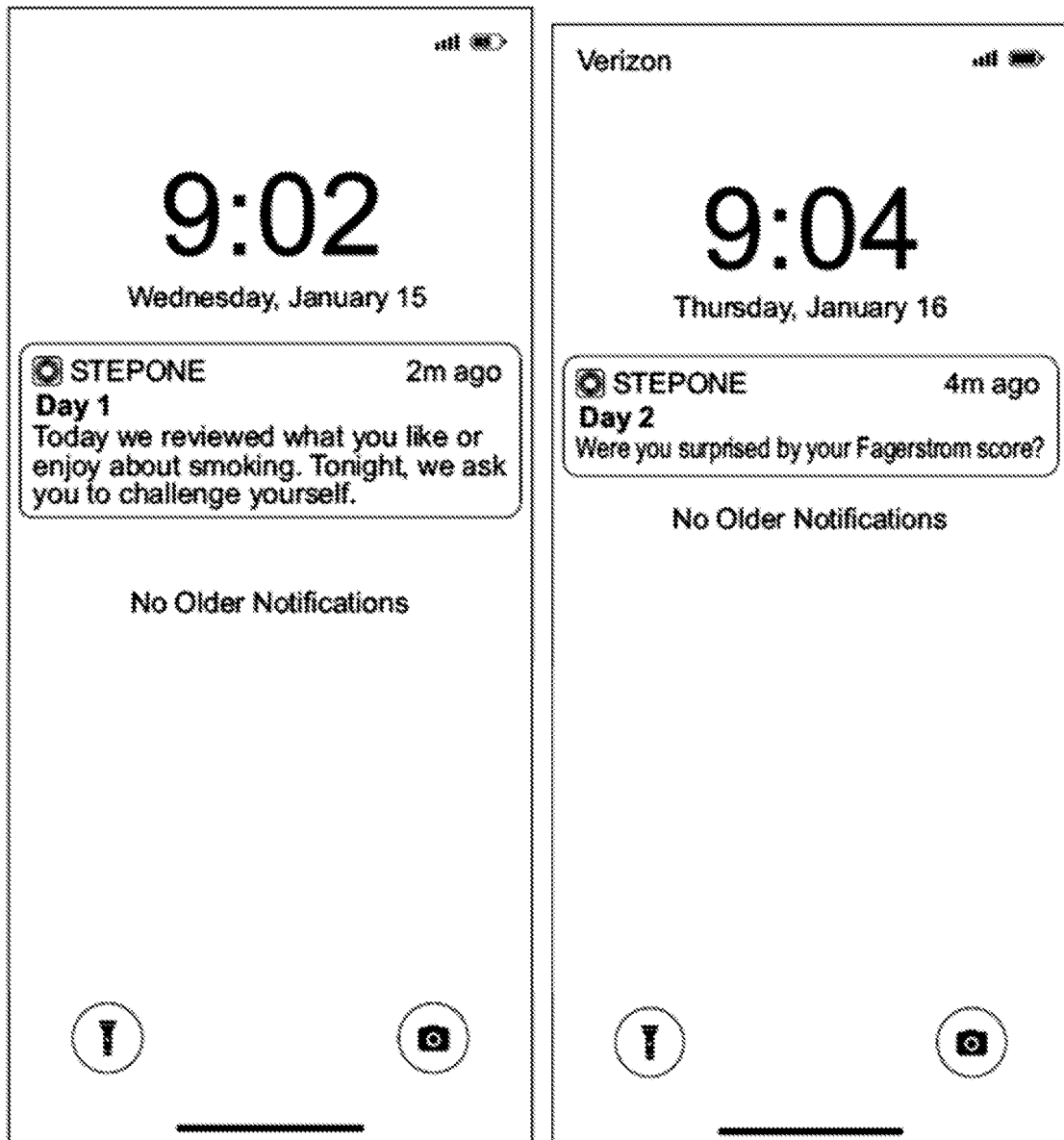


FIG. 7A

FIG. 7B

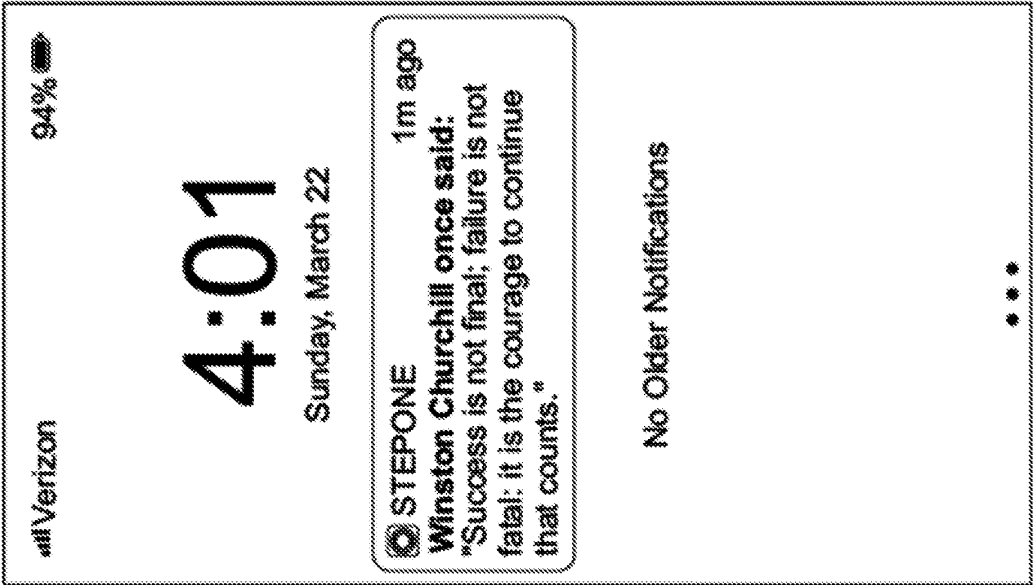


FIG. 8B

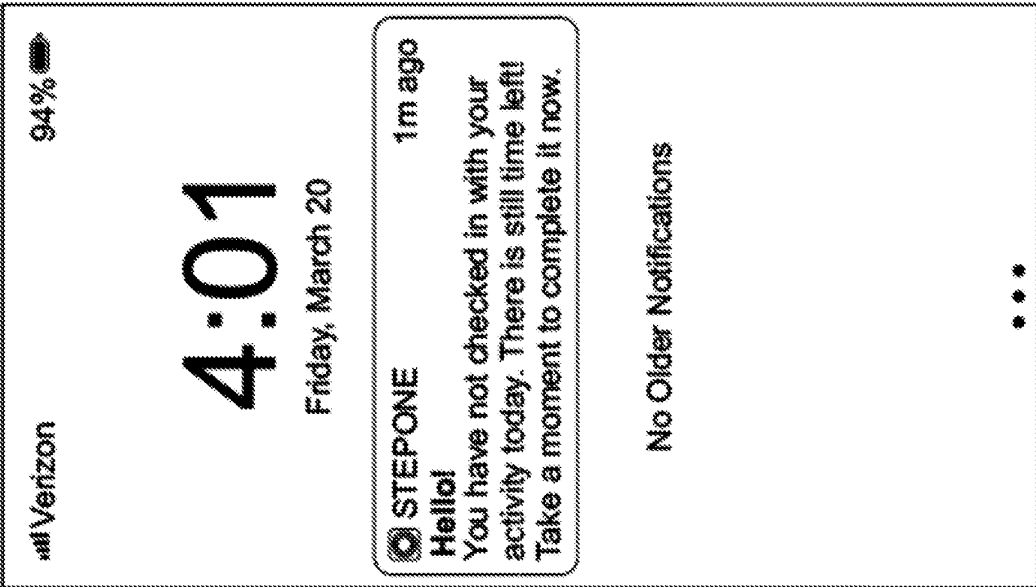


FIG. 8A

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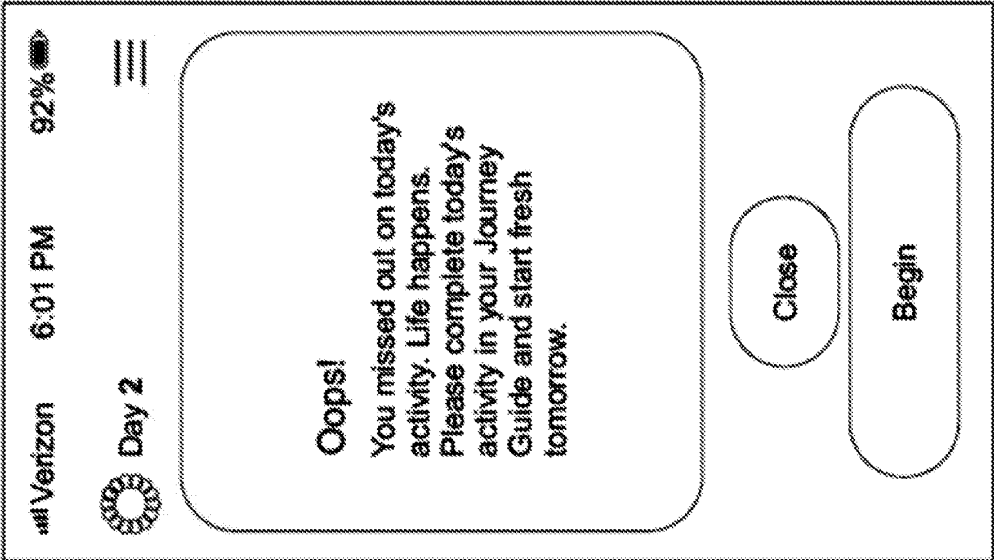


FIG. 9B

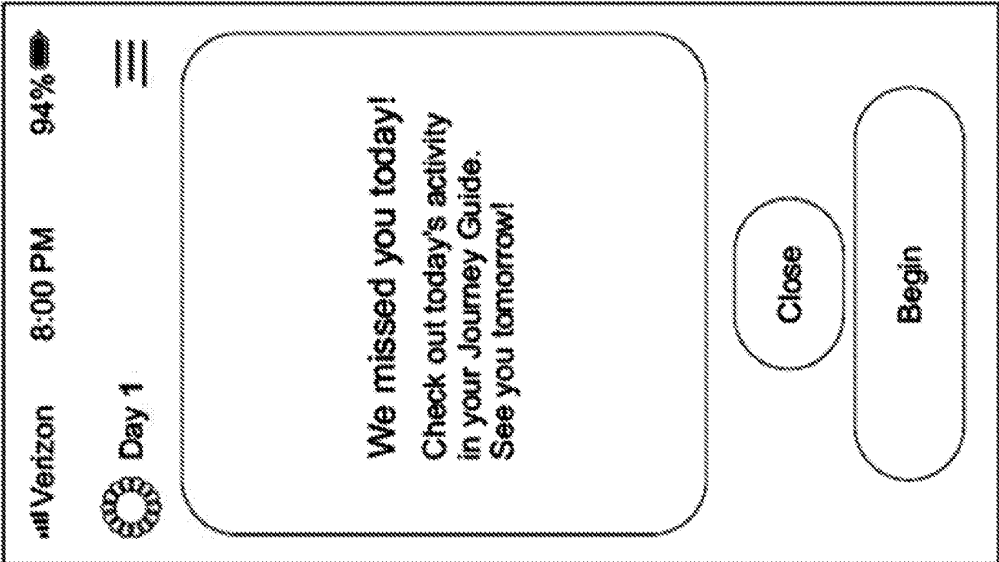


FIG. 9A

all Verizon

Johnson's pregnancy

94%

Deep Breathing

Did it help relieve your stress?

Yes

No

How would you rate your stress now?

No Stress

High Stress

Tell us more?

If deep breathing is working, you might want to try adding some stress relieving products to your routine.

Would you like to get product ideas now?

Yes

No

FIG.10C

all Verizon

Johnson's pregnancy

94%

Here are some things that help people relax before bedtime

Select one that you would like to try.



self massage



yoga



deep breathing



gratitude

FIG.10B

all Verizon

Johnson's pregnancy

94%

Which one is your most important sleep goal?

☐ Relaxing so I can fall asleep more easily

☐ Not waking up so often during the night

☐ Having more restful sleep

☐ Managing pregnancy pain at night

>

FIG.10A

SUBSTITUTE SHEET (RULE 26)

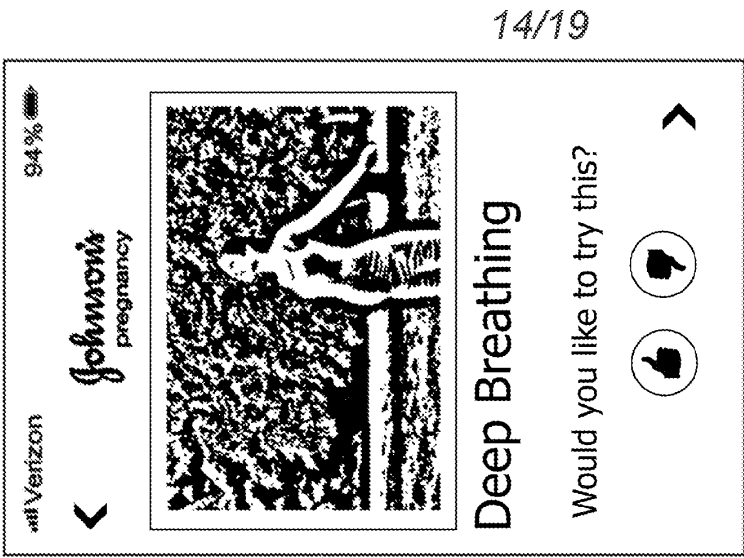


FIG. 11C

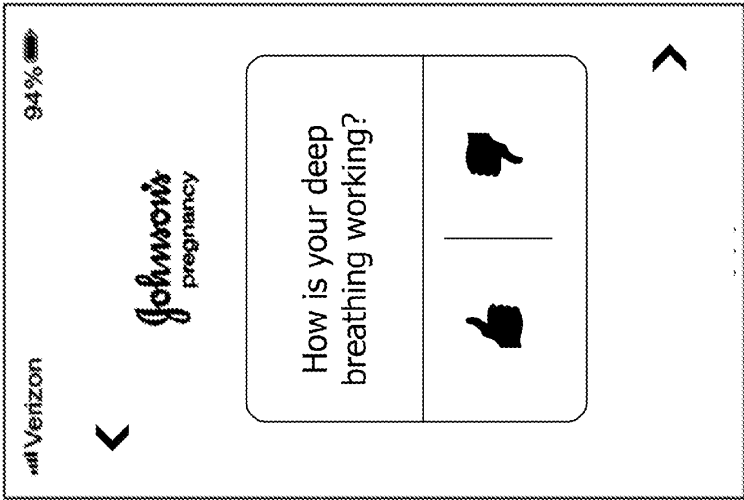


FIG. 11B

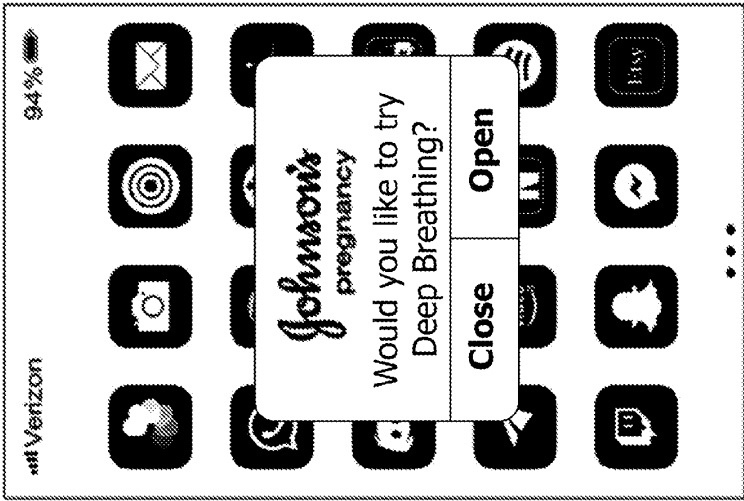


FIG. 11A

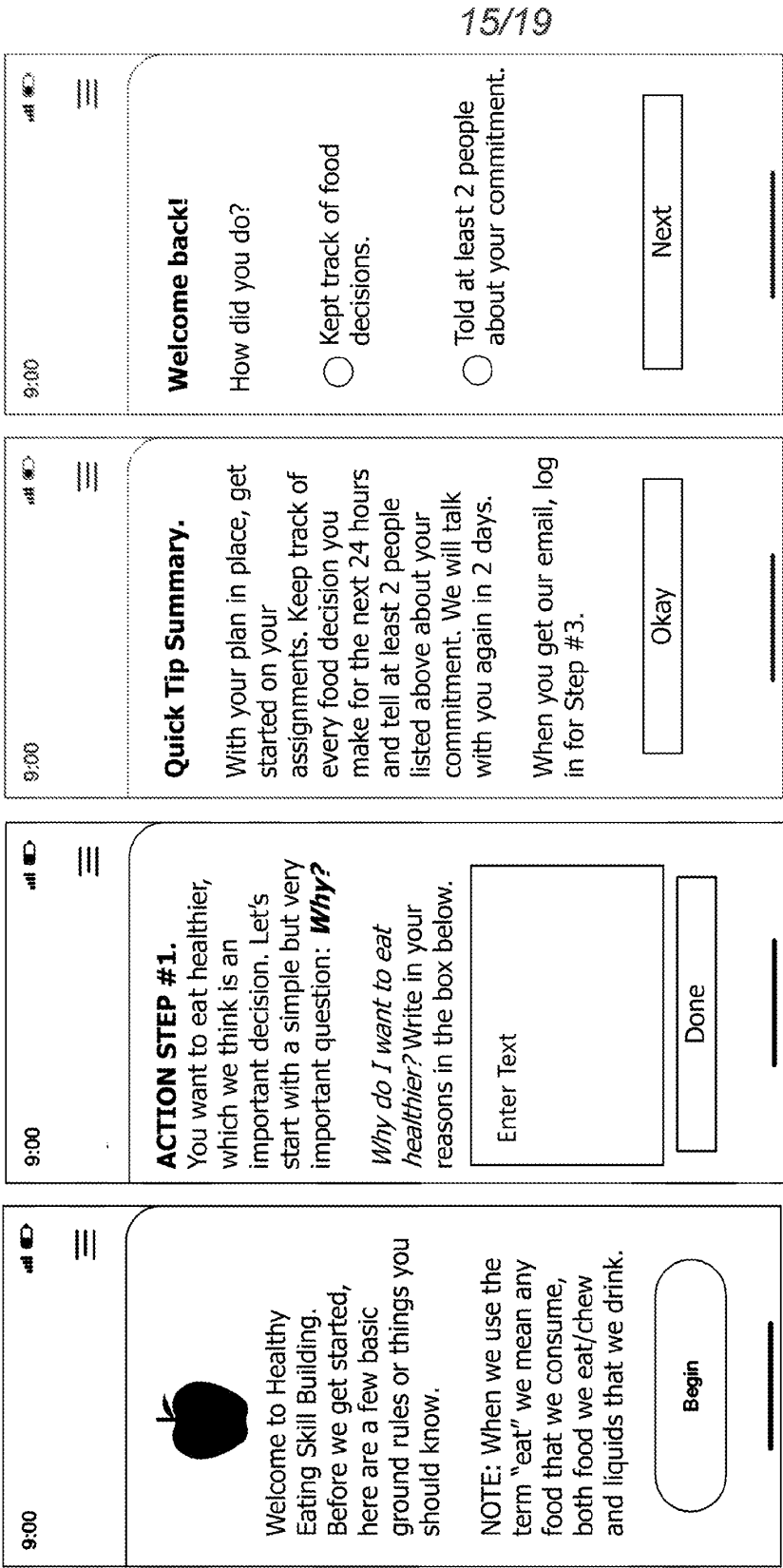


FIG. 12A

FIG. 12B

FIG. 12C

FIG. 12D

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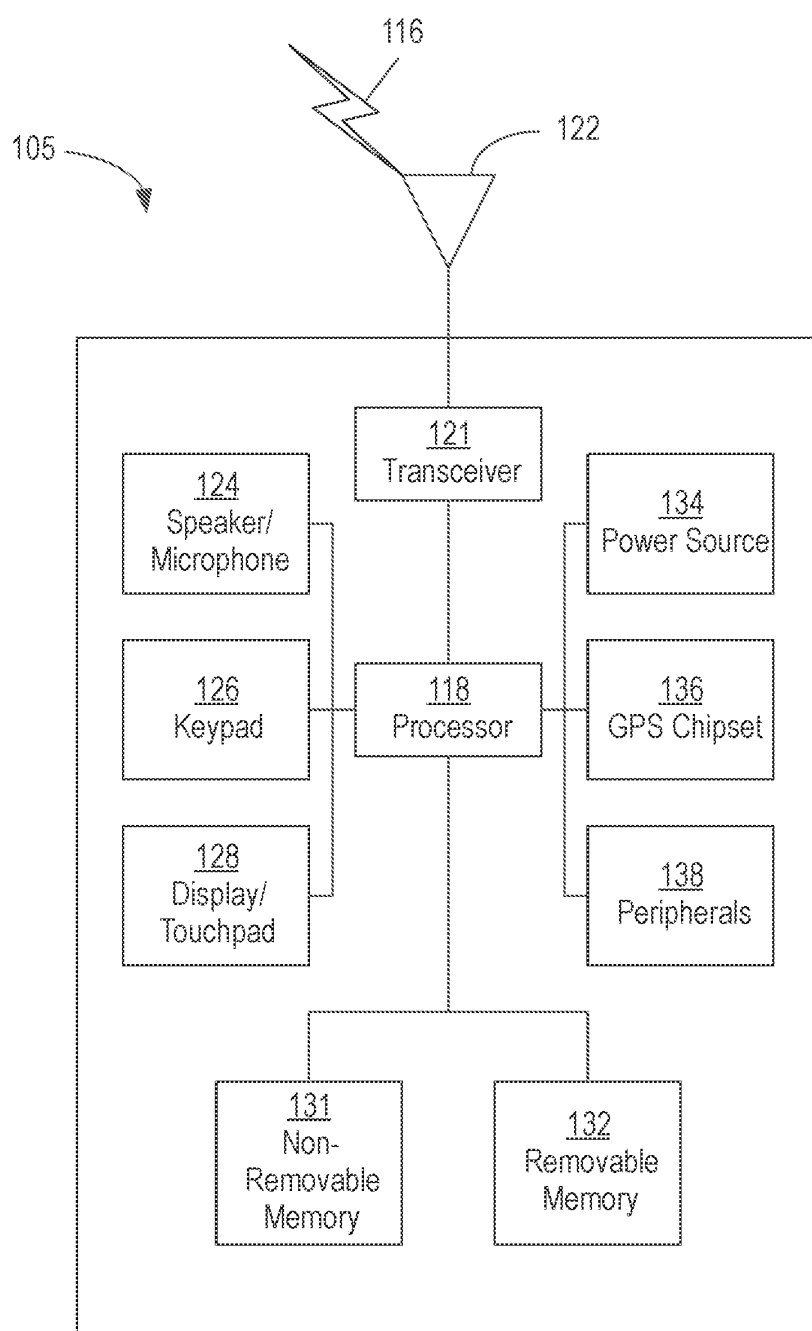


FIG.13

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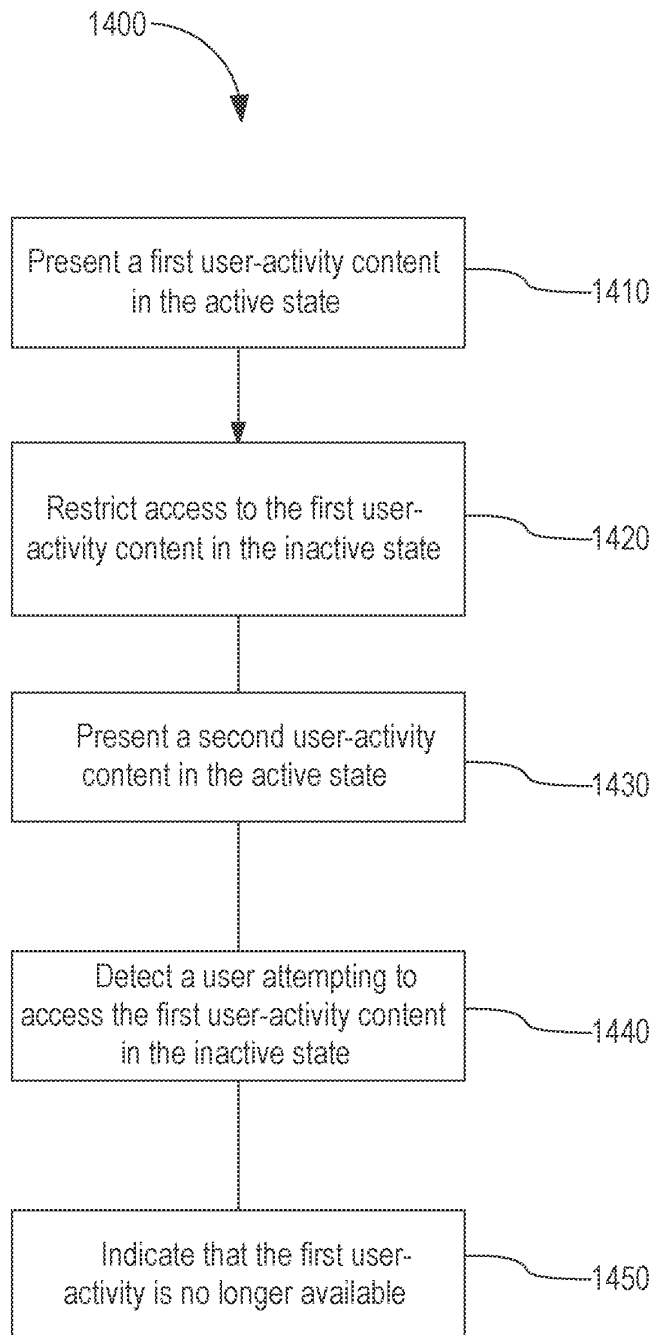


FIG.14

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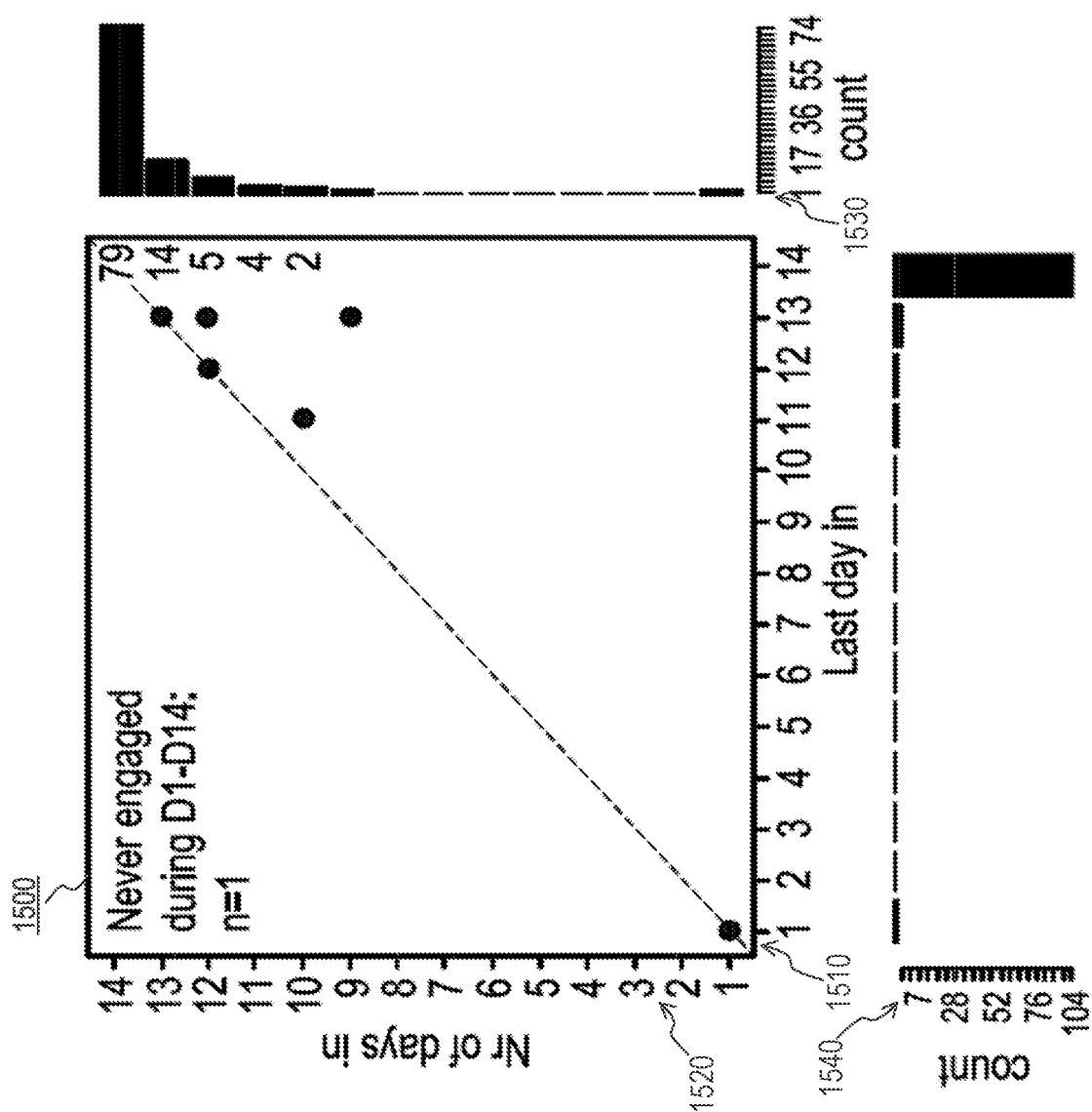


FIG. 15A

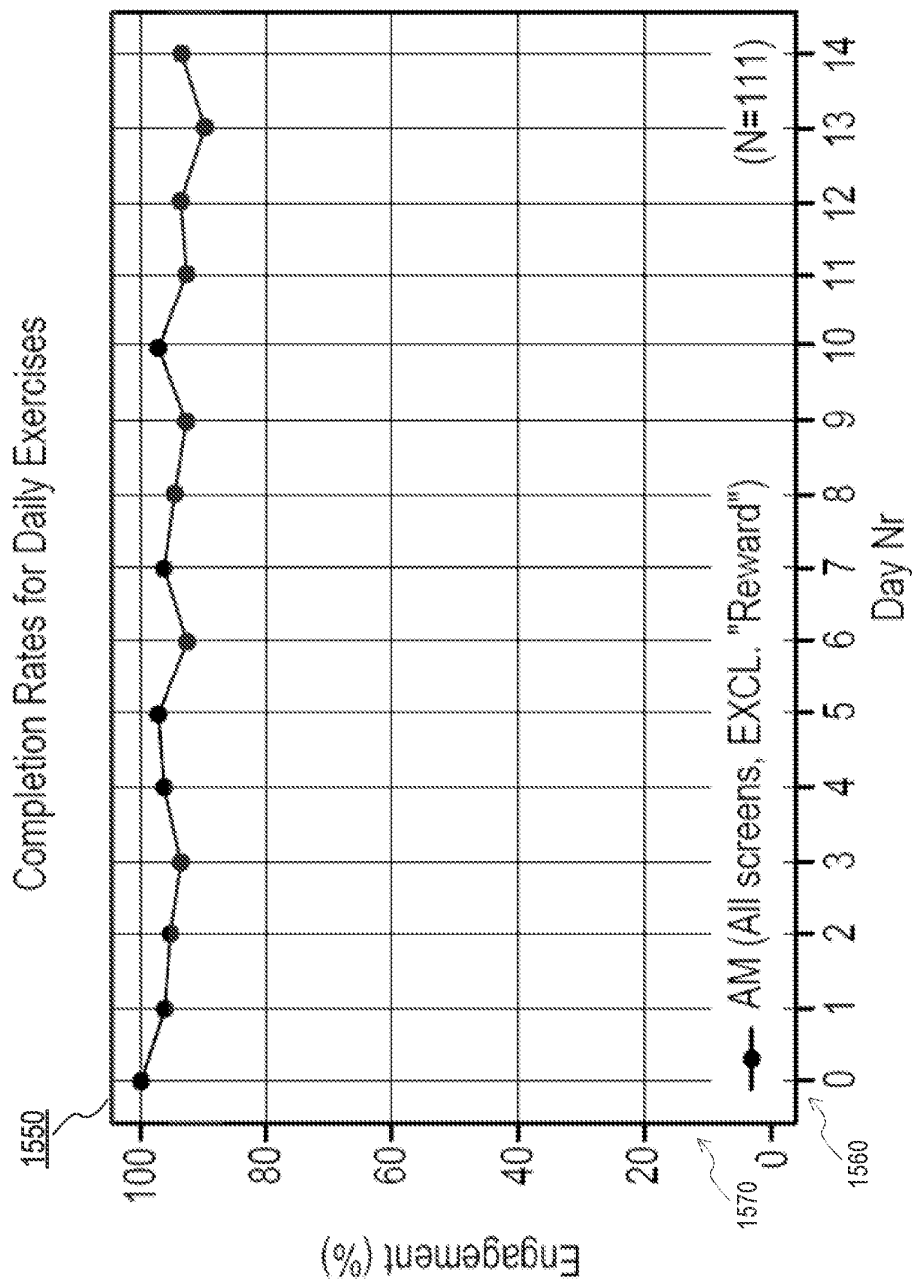


FIG. 15B