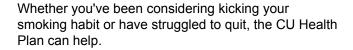


Ready to make your next work break your last smoking break?

## We have the tools you need.



CU Health Plan - *BREATHE* with Quitline combines personalized, non-judgmental coaching and nictotine replacement therapy to help you take control of your habit.

By enrolling, you'll be 5 times more likely to succeed than those who continue smoking.

## **BREATHE** with Quitline is:

- FREE--You and your covered dependents age 18 and older **never have to pay**.
- SUPPORTIVE--Speak openly and honestly about your habit with professional Quitline coaches, available 8 a.m. - 11 p.m.
- SUSTAINABLE--You'll get eight free weeks of free nicotine replacement therapy (NRT), including patches, gum and lozenges.
- MEDICALLY SUPPORTED--You'll receive clinical guides and tips from the nation's leading respiratory experts on how to quit.





Your path to a smoke-free lifestyle opens Oct. 1, 2013. Call and identify yourself as a CU Health Plan member:

1-855-313-0014