

The background is a solid teal color with several concentric white circles of varying sizes centered on the page. The circles are thin and create a subtle pattern.

BreatheFree

INCLUDED WITH YOUR STARTER KIT

# The Quit Starter Playbook

Your first 30 days, the part that decides everything. A day-by-day plan, plus the free tricks that actually get people through the hardest month.

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Almost everyone who quits for good, and everyone who slips back, has the same first month. The difference isn't willpower. It's having a plan, something to do with your hands, and a few tricks for when the craving hits hard.

You've got all three now. The necklace handles the ritual, this guide handles the rest, and none of the tricks in here cost a thing.

## 01 How your kit works

Quitting is two fights: the nicotine, and the habit. The habit is the sneaky one, the hand going up, something in your mouth when you're stressed or bored. Your necklace is for that fight. Reach for it, hold it, breathe slowly through it, gentle air around the flavored core, zero nicotine. Same ritual your body wants, without the thing you're leaving. The three flavors are there so it never gets boring, because a boring habit is one you'll drop.

## 02 The 30-day game plan

You don't have to be perfect. You just have to get through the month with the ritual intact. Here's what to expect, week by week.

WHEN	WHAT'S HAPPENING	WHAT TO DO
Days 1–3	The strongest cravings. Pure habit shouting.	Wear the necklace all day. Reach for it on every craving, even small ones. Lean on your favorite flavor.
Days 4–10	Cravings come in waves tied to triggers (coffee, driving, stress).	Spot your triggers and get ahead of them. Necklace in hand <i>before</i> the trigger, not after.
Days 11–20	The dip. Week-one motivation fades, the ritual feels routine.	Switch flavors every few days to keep it a treat. Re-read your reason for quitting.
Days 21–30	It's becoming automatic. You reach without thinking.	Keep going. Don't declare victory and stop, the habit is still new. Keep it on you, keep rotating.

## 03 When a craving hits: the 4 Ds

Cravings feel like they'll last forever. They don't, most pass in three to five minutes. You just need to get through the wave. Run these in order:

- **Delay.** Don't act on it, and don't fight it either. Tell yourself "not right now," start a timer, and let the clock do the work. It peaks and fades faster than you'd think.
- **Drink water.** Slow sips. It gives your mouth and hand something to do and buys you the couple of minutes you need.
- **Deep breaths.** Reach for the necklace and breathe slow, out-breath longer than the in-breath. The long exhale is the part that actually calms your body down.
- **Do something.** Move. A short walk, cold water on your hands, ten of any exercise. A craving is partly nervous energy, so burn it off.

### Two more that punch above their weight

**The HALT check.** Before you cave, ask if you're really just Hungry, Angry, Lonely, or Tired. Cravings hide inside those. Fix the real one and the craving often disappears.

**Play the tape forward.** Don't picture the first hit, picture what comes after it: the guilt, starting the count over, being back at day zero. The craving is only selling you the first ten seconds.

## 04 Set yourself up to win

The first week is easier if you make it easier. Do these once, up front:

- **Clear the decks.** Get the vapes and all the gear out of the house, the car, and your bag. Out of sight is a genuine head start, and hunting for one buys you time to change your mind.
- **Map your triggers.** Write down the three moments you most link with vaping, and decide the swap for each now (tea instead of coffee for a while, brush teeth after meals, a different route).
- **Go easy on alcohol.** It lowers your guard and sits right next to the old habit. It's the most common thing that undoes a good first week, so ease off it early or have a plan ready.
- **Tell one person.** Saying "I'm quitting" out loud to someone makes you far more likely to stick with it. Ask them to check in on you this month.

## 05 Real backup, if you need it

The necklace and these tricks handle the habit. But if you're a heavy daily user, quitting is genuinely hard and there is no shame in getting more help. Free quitlines and text-to-quit programs exist, they're staffed by people who do this all day, and they work. In the US, **1-800-QUIT-NOW** is free and confidential. And if nicotine has a real grip on you, a quick chat with your doctor about your options is worth it. Using every tool available isn't weakness, it's how people actually quit.

## 06 If you slip

A bad day is not failure. One slip is a moment, not the end of your quit, and treating it like the end is what turns one vape into a relapse. Don't throw the month away over it. Pick the necklace back up, switch to a fresh flavor, and keep going. The people who make it aren't the ones who never slip, they're the ones who restart fastest.

**You're covered.** BreatheFree comes with a 30-day money-back guarantee. If it doesn't work for you within 30 days, we'll refund you, no questions asked. Need anything, reach out to the BreatheFree team and a real person will help.

*You've got this. One craving at a time.*