

# Smoke-Free For Life

The Future is Smoke Free

[www.flowlab1.com](http://www.flowlab1.com)



PURPOSE    AUTONOMY    MASTERY



# The Problem

Tobacco use is the leading preventable cause of death.

## FACTS

- Worldwide, tobacco use causes more than 5 million deaths per year, and current trends show that tobacco use will cause more than 8 million deaths annually by 2030.
- Cigarette smoking is responsible for about one in five deaths annually (i.e. more than 440,000 deaths per year and an estimated 49,000 of these smoking-related deaths are the result of second hand smoke).
- On average, smokers die 10 years earlier than non-smokers.

## COSTS/EXPENDITURES

- The cigarette industry spent a total of \$8.37 billion in 2011 on advertising and promotions.
- From 2000–2004, cigarette smoking cost more than \$193 billion (i.e., \$97 billion in lost productivity plus \$96 billion in health care expenditures).
- Information published in 2005 documented that secondhand smoke cost more than \$10 billion (i.e. health care expenditures, morbidity, and mortality).



*Research shows that the best way for people to quit smoking is through evidence-based smoking cessation technologies and programs.*

Tobacco treatment is one of the most cost-effective preventive services, providing a substantial return on investment in the short and long term. Investments in smoking cessation lead to improved health outcomes, resulting in lower health care costs and more affordable health insurance premiums. Tobacco cessation treatment will become increasingly important as providers, employers, insurers and the state look to improve the public's health and reduce the total cost of health care.

# Smoke-Free For Life

3

Smoke-Free For Life, a division of FLOWLAB, is a Los Angeles based company specializing in online smoking cessation seminars and related products. Our seminars allow smokers of any age to successfully quit smoking with a 5-hour session in multi-participant workshop events or from the privacy of their own home. The techniques used in our program have helped millions of people kick the smoking habit. Our method uses completely safe and non-intrusive linguistic based education in con-

junction with a series of psychological exercises based on Eriksonian therapeutic techniques.

Neuroscientific discoveries over the last twenty years have proven conclusively that permanent positive change can be achieved by implementing a variety of brain entrainment technologies (subliminal suggestion, isochronic tones), and evidence-based education effectively builds new neural pathways in the brain.

Smoke-Free For Life incorporates these powerful motivational tools to create a revolutionary smoking cessation program that delivers results. The combination of these tools provides each client with a powerful experience that allows their subconscious mind to accept and process the information in the program, which leads to positive change. That change, in this case, is the complete elimination of the urge to smoke.

We have a 81% success rate helping clients live smoke free. For those that do not succeed the first time, we offer additional phone support and our online resources.





# FLOWLAB

PURPOSE

AUTONOMY

MASTERY

## THE COMPANY

FLOWLAB specializes in the development and delivery of personal development products for both the public and private sectors. We assist our clients with building confidence, developing creativity, understanding both interpersonal and team dynamics as well as a host of other skills that help them express their unlimited potential. At FLOWLAB, we are in the business of transformation. Smoking Cessation, Team Building, Sports Performance products, and seminars are just a few of the many services that we offer. FLOWLAB represents a unique collaboration of multimedia experts and professional members of the Behavioral Sciences community.

## THE VISION

### THE FUTURE IS SMOKE-FREE

Our business model is predicated on the level of customer experience that we provide to each one of our individual clients, as well as our corporate clients.

We are in the business of transformation and as such, we rely heavily on referrals to build the foundation of our customer base. Our motto is "The Future is Smoke-Free" and it is our conviction in this belief that we instill into each individual that successfully completes our program. Smoke-Free for Life is being presented in the marketplace not simply as smoking cessation program but as a movement.

## ETHICS

FLOWLAB creates personal development products for both the private and government sectors. Our process demands that we instill in each of our employees the qualities of integrity, sincerity in purpose, and responsibility both to themselves and to their community. It is essential that we as a company maintain the highest standards of each of these qualities for ourselves as we continue to positively transform the lives and businesses of those we serve. We hold ourselves accountable for the highest standards of ethical behavior in all aspects of our work.

# Start today

Take the first step to increasing productivity and decreasing health-care related expenditures for your company.

## MAKE IT HAPPEN

The future is smoke-free. The benefits to your company's bottom line and employees are better health, higher productivity levels, and cost control related to health expenditures. We can help you get started. Contact us and speak with a service representative today to learn more.

5

Start at

[www.flowlab1.com/smoke-free](http://www.flowlab1.com/smoke-free)

*For corporate events or workshops for 10 or more people, contact:*

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