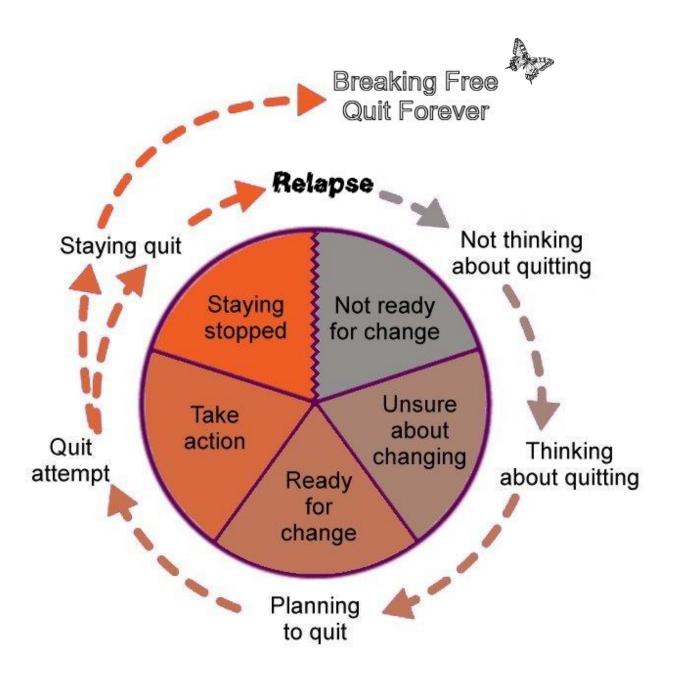
## **NICOBLOC**°

## The NicoBloc Challenge

Most smokers make 4 or 5 attempts to give up before they finally break free.

70% of NicoBloc users had tried other quit smoking aids first

Below is a representation of the Cycle of Change model that is applicable for the treatment of all addictions and illustrates why people go round this loop a number of times.



Stages of Change – from Prochaska & DiClemente 1983