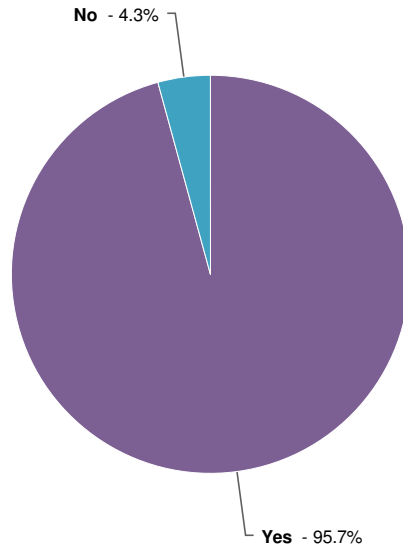


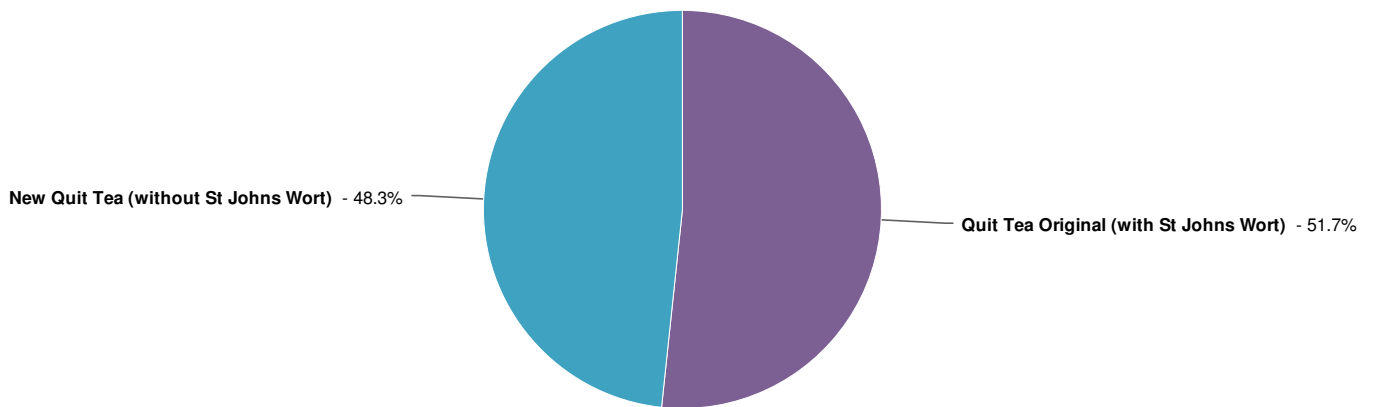
Summary After Upload

1. Have you tried both samples, Quit Tea, and the new formula without St John Wort?



Yes	95.7%		90
No	4.3%		4
Total			94

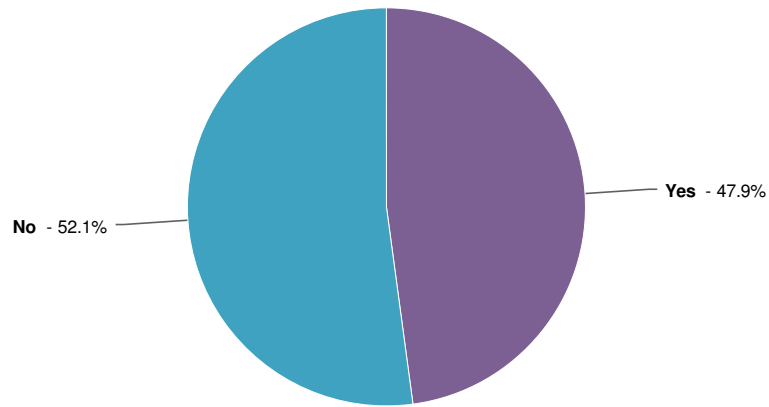
2. If yes, which sample did you try 1st?





Quit Tea Original (with St Johns Wort)	51.7%		31
Total			60

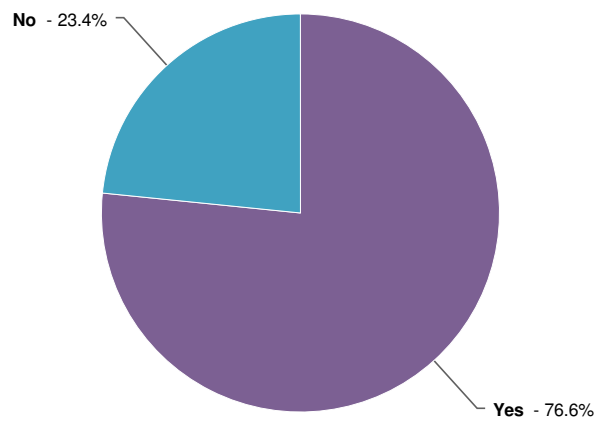
New Quit Tea (without St Johns Wort)	48.3%		29
Total			60

3. Is this your 1st time trying Quit Tea?



Yes	47.9%		45
No	52.1%		49
Total			94

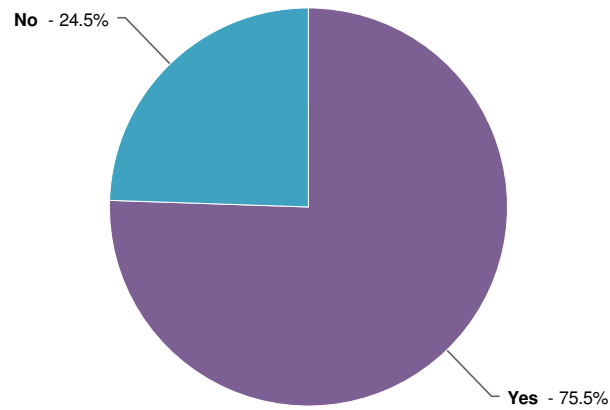
4. Do you think Quit Tea (the original formula) is an effective, natural quit smoking aid?



Total 94

Yes	76.6%		72
No	23.4%		22
Total			94

5. Do you think the New Formula of Quit Tea (without St Johns Wort) is an effective, natural quit smoking aid?



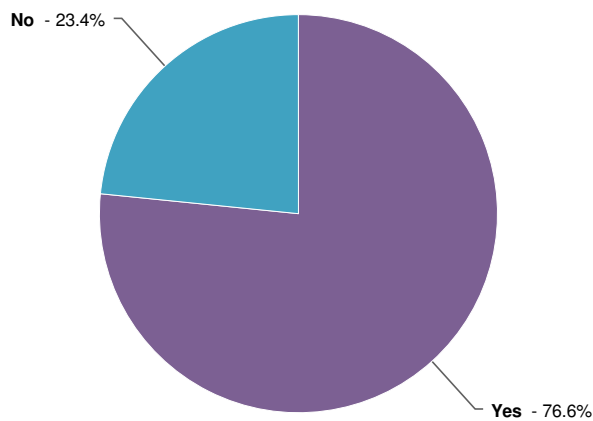
Yes	75.5%		71
No	24.5%		23
Total			94

6. Please select which formula (New vs. Original) you think was BETTER for each category? If there is no difference, please select "Same."

	Quit Tea (Original)	New Quit Tea (without St Johns Wort)	Same (No Difference)	Responses
Flavor	26 27.7%	31 33.0%	37 39.4%	94
Smell	17 18.1%	36 38.3%	41 43.6%	94
Taste	26 27.7%	37 39.4%	31 33.0%	94
Relaxing	26 27.7%	22 23.4%	46 48.9%	94
Reduced Cravings	20 21.3%	19 20.2%	55 58.5%	94
Effective	21 22.3%	15 16.0%	58 61.7%	94

	Quit Tea (Original)	New Quit Tea (without St Johns Wort)	Same (No Difference)	Responses
Less Appetite	17 18.1%	19 20.2%	58 61.7%	94
Energizing	19 20.2%	19 20.2%	56 59.6%	94
Feel Better	27 28.7%	18 19.1%	49 52.1%	94
Calming	31 33.0%	22 23.4%	41 43.6%	94
Less Stressed	28 29.8%	21 22.3%	45 47.9%	94
Happy	17 18.1%	13 13.8%	64 68.1%	94
Healthy	15 16.0%	12 12.8%	67 71.3%	94
Mentally Alert	14 14.9%	25 26.6%	55 58.5%	94
Drowsy	15 16.0%	16 17.0%	63 67.0%	94

7. Would you use the new formula of Quit Tea (without St Johns Wort)?



Yes	76.6%		72
No	23.4%		22
Total			94

8. Could you please give each formula of Quit Tea (with and without St Johns Wort) an overall rating?

Quit Tea (Original)

New Quit Tea (without St Johns Wort)

Your Rating

★★★★★ (3.95)

Count: 92

StdDev: 1.14

Max: 5

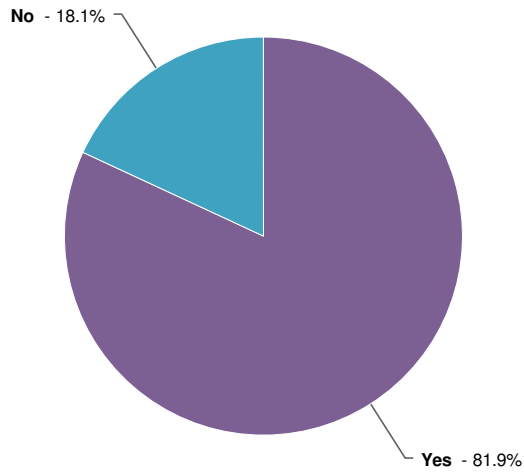
★★★★★ (3.89)

Count: 94

StdDev: 1.16

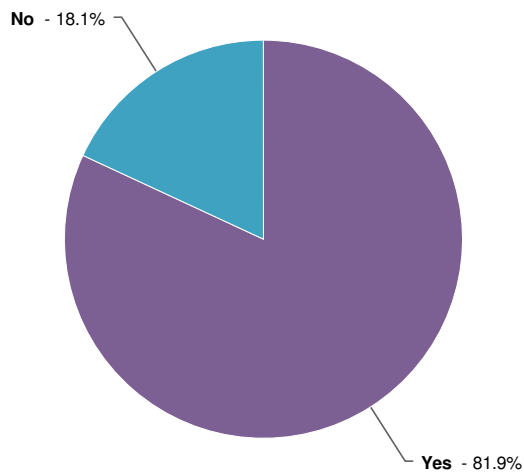
Max: 5


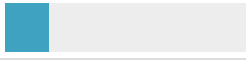
9. Would you recommend Quit Tea (the original formula) to someone as a natural way to quit smoking?



Yes	81.9%		77
No	18.1%		17
Total			94

10. Would you recommend the new formula of Quit Tea to someone as a natural way to quit smoking?



Yes	81.9%		77
No	18.1%		17
Total			94

11. How would you rate the overall effectiveness of the New Quit Tea on a scale of 1 to 10?

