



The Smokers'Aid - SmAid® programme to reduce the harmful effects of smoking

Smoking and the use of tobacco in various forms (chewing tobacco, snuff) date back to ancient times. Columbus, who discovered America, and his sailors encountered natives who used to pipe dried leaves of a plant and puff with great relish, exhaling great smoke. The curious Europeans, of course, tasted the stuff and 'unfortunately' found it enjoyable too.

The plant was easy to grow, was not liked by pests because of its nicotine content, and could produce relatively high yields in a given area with high profits. As the maturation techniques (tobacco fermentation) became more sophisticated, so did the enjoyment of tobacco.

In the beginning, tobacco was mainly smoked in pipes, but later cigars emerged as the main tobacco product and for a long time they were the almost dominant tobacco product on the market. Cigars could only be made from good quality leaves, so there was a lot of tobacco waste to deal with! Hence, cigarettes were created at the end of the 19th century, and by the 20th century they had become so widespread that they became the dominant product on the tobacco market.

Tobacco factories were churning out cigarettes by the millions and it became almost so acceptable to smoke that it was hard to imagine a "gentleman" without a cigarette in his hand. It became completely acceptable to smoke everywhere from airplanes to cinemas to restaurants. The enjoyment of cigarettes flavoured in various ways also became fashionable among women, especially among the "ladies", who conspicuously enjoyed the allure of smoking, usually from long pipes!

At that time, no one was concerned about the negative, disease-causing effects of smoking, but as science has progressed, the harmful consequences of smoking have become increasingly clear. Smoking-



related cancers (cancer of the oral cavity, larynx, throat, lung) and other negative physiological effects associated with smoking came to the fore.

Another serious problem with smoking is that, like drugs, it is addictive. The nicotine in tobacco produces neurological effects that make the user addicted and want to enjoy tobacco in ever larger "doses." Cigarettes are the most widely used and most widely distributed "legal drug" all around the world!

Although tobacco use is now declining worldwide thanks to governmental measures taken in response to various environmental and health movements, there are still countries .

Contrary to popular belief, it is not the nicotine in tobacco that is responsible for most health problems, but the harmful, sometimes carcinogenic, strong oxidative compounds and soot particles in the smoke released when tobacco burns, which cause serious problems when deposited in the lungs.

The higher the number of cigarettes you smoke per day and the longer you smoke, the more likely you are to develop smoking-related diseases. Decreasing the daily dose and enjoying weaker, filtered cigarettes is not the answer.

There is a real solution: quitting smoking altogether, quitting for good, but the best solution is never to start!

People who smoke do not like to face the serious, harmful effects of their habit. Here's a 23-point list of what to expect.

1. Smoking can lead to emphysema.
2. Smokers have a higher incidence of chronic respiratory diseases.
3. Smoking can cause inflammation throughout the body.
4. Smoking reduces fertility.
5. It can also cause thyroid disease.
6. Smokers have an increased risk of bone fractures.



7. Smoking can cause femoral necrosis and joint disease.
8. Increased risk of cardiovascular disease.
9. Smoking uses up a lot of vitamins in the human body.
10. People with diabetes who smoke are more likely to develop serious complications.
11. It has a negative effect on memory, impairs mental performance and concentration.
12. Smokers are twice as likely to develop stomach and duodenal ulcers.
13. Smoking is a risk factor for lung, oral cavity, laryngeal, oesophageal and bladder cancer.
14. Smoking weakens the immune system.
15. Smoking is one of the causes of vision loss in old age.
16. Smoking can cause impotence.
17. Increased risk of prostate cancer
18. Smoking increases the risk of atherosclerosis and vasoconstriction.
19. Skin ages prematurely, becoming grey and wrinkled.
20. Regular smoking can also cause hearing loss.
21. Smoking can cause bad breath, yellowing of the teeth and inflammation of the gums.
22. You also increase your risk of developing cancer of the colon, rectum and liver.
23. Cigarette smoking increases the risk of cervical cancer



How can we avoid these diseases and/or reduce the risks?

First of all, quit smoking as a matter of urgency, but remember that the harmful effects of smoking will not magically disappear! It is essential to consume nutrients that help the body to regenerate.

If we cannot quit smoking, we need to pay even more attention to providing our bodies with active substances that can counteract or at least reduce the harmful effects of smoking!

It is very important to neutralise oxidative agents present in tobacco smoke, to neutralise carcinogenic substances and to continuously replenish "spent" vitamins.

You can do a lot to maintain and restore your health by using a formulation of active ingredients that meet these criteria.

To this end, we have created the original and unique **Smokers' Aid - SmAid®** two-phase range of products that can improve the health and life chances of smokers and ex-smokers!