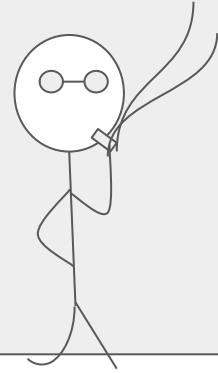
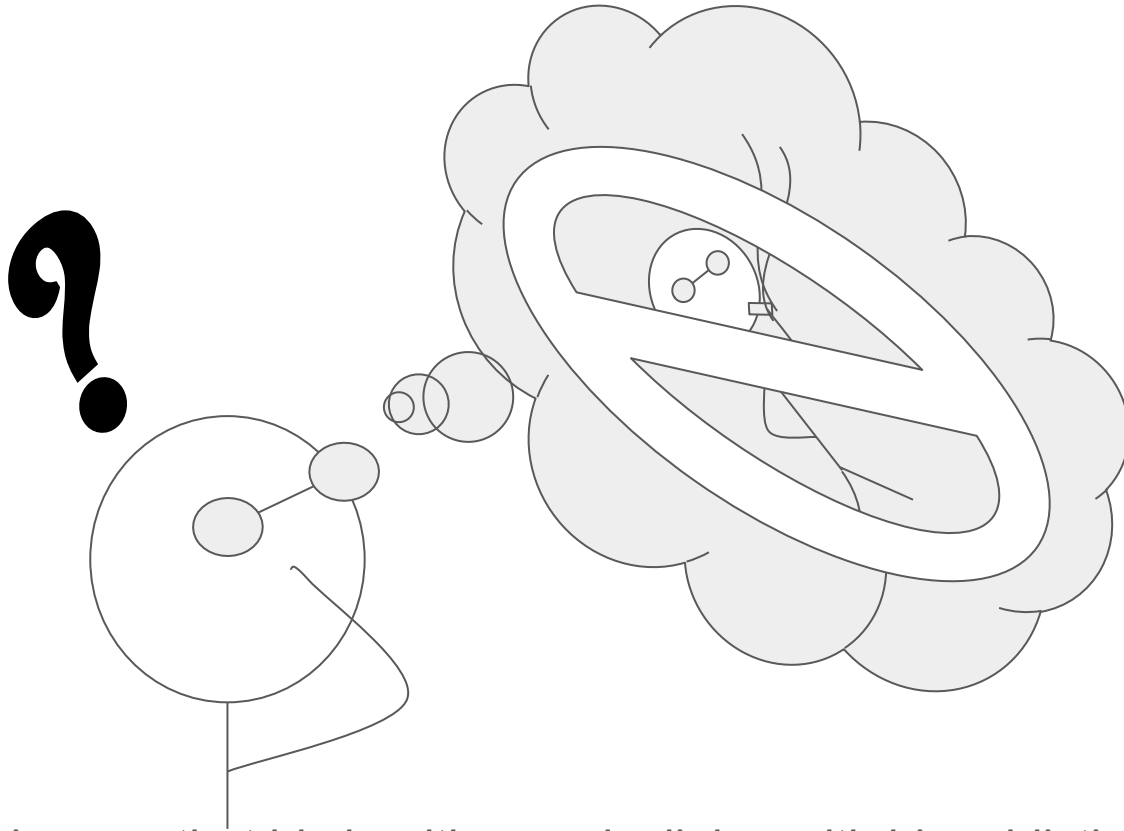


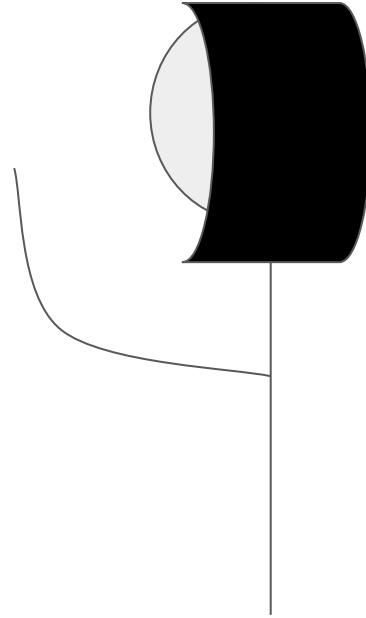
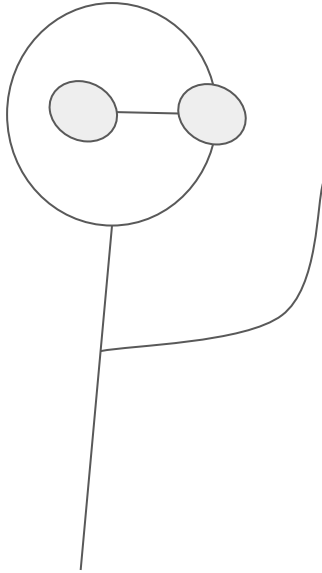
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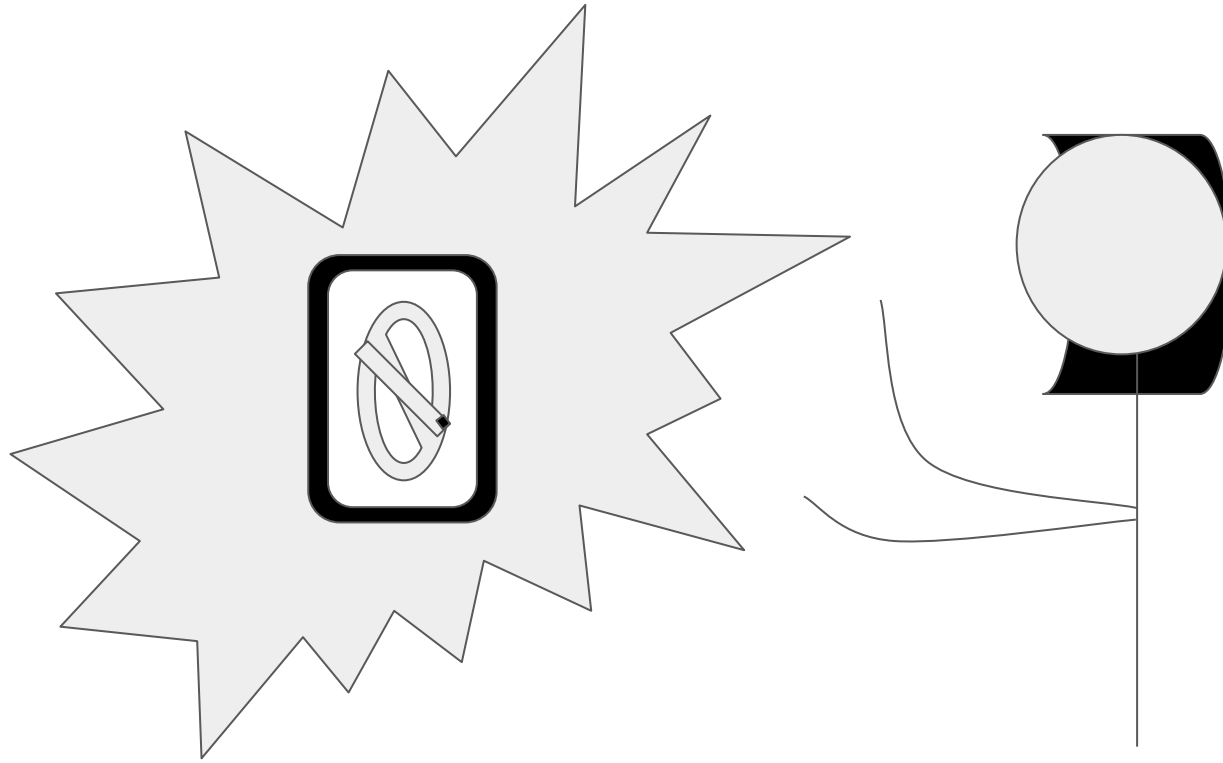
For most of his life, Bill has worked as a bailer for a sheet metal company. Unfortunately, his job is very stressful for him and is a very labor intensive job. He decided to start smoking to help reduce his stress around when he started he job.



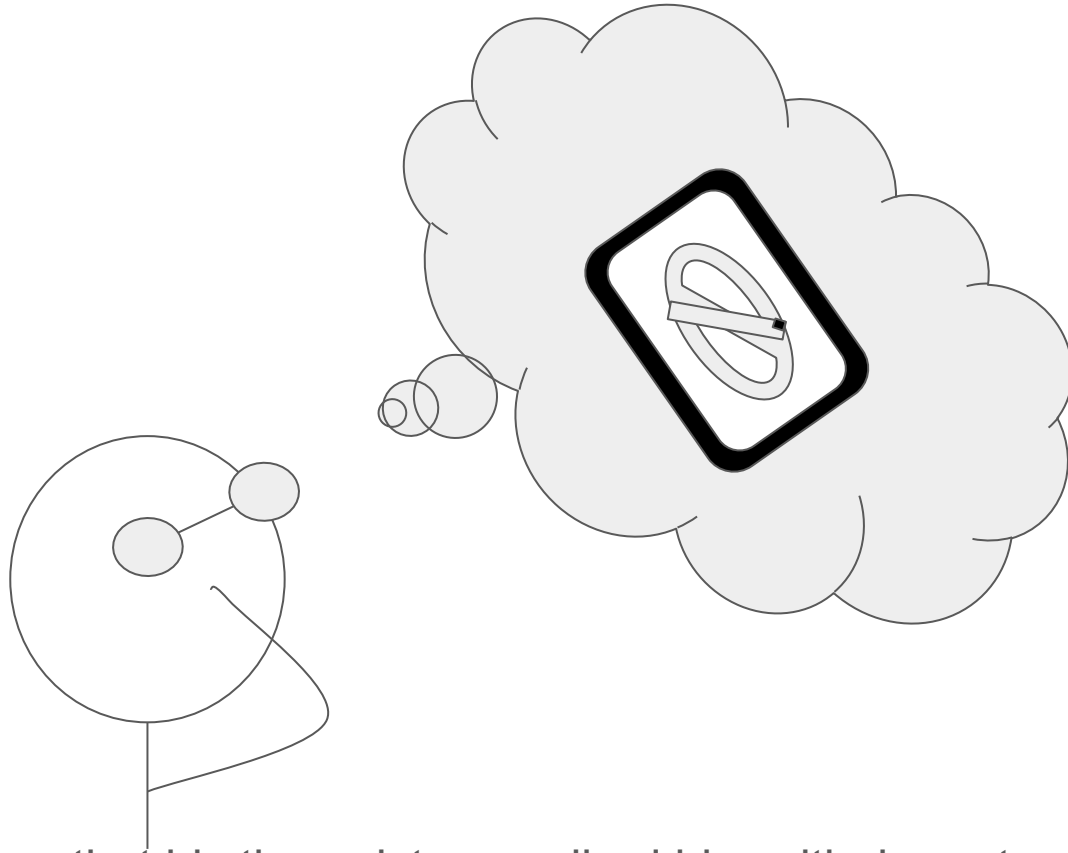
Over time, he saw that his health was declining with his addiction over the years and wanted to make a change.



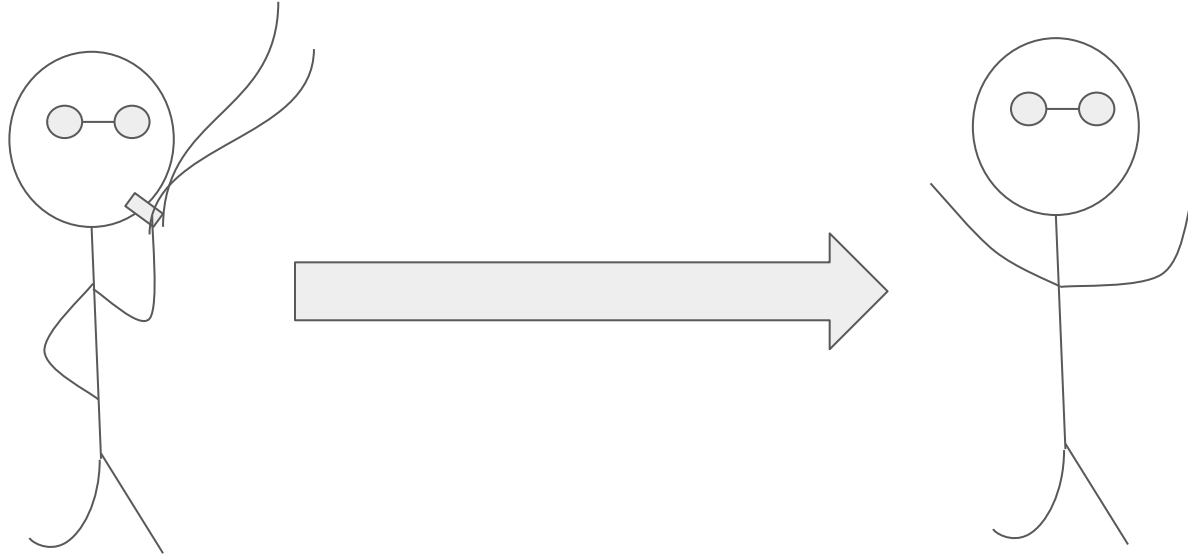
He made an appointment with an addiction therapist and discussed with her what he could try in order to break his habit.



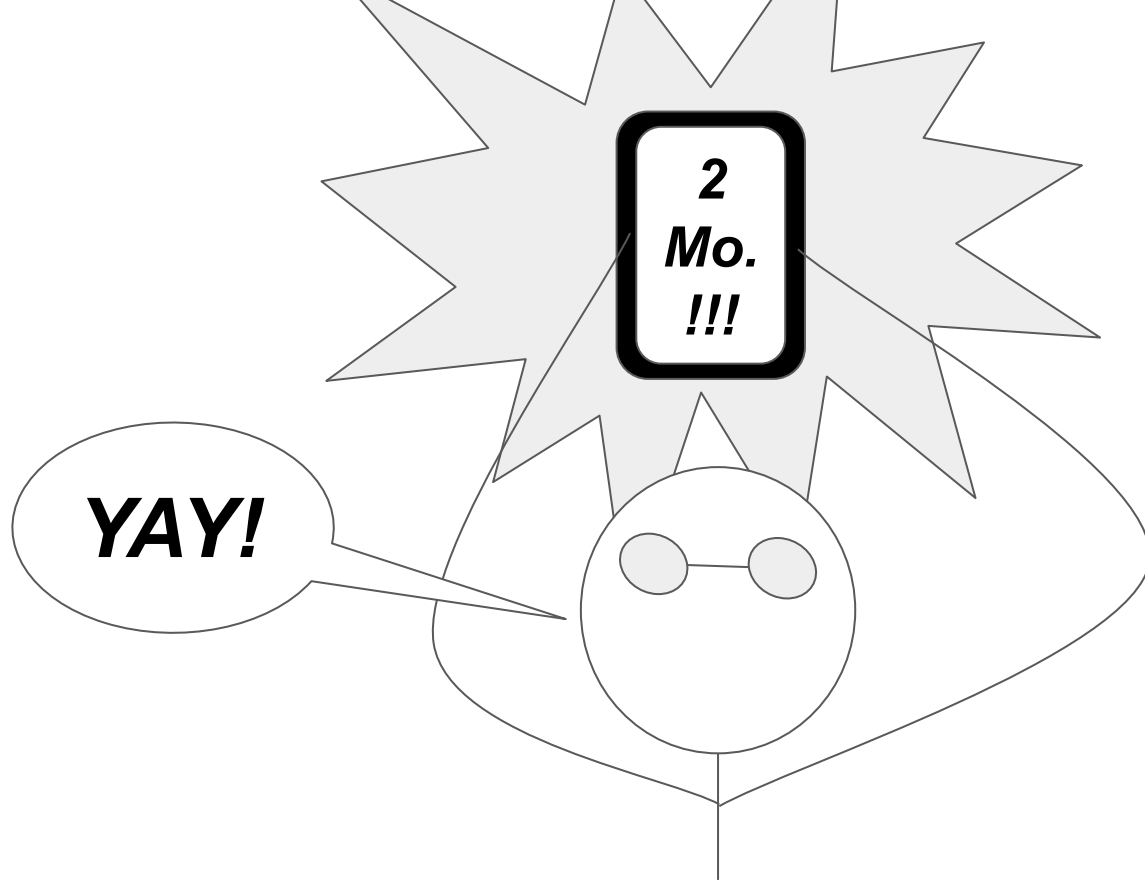
She suggested that he should try an app that could help motivate people not to smoke by tracking the amount of days that they haven't smoked and rewarding them for not smoking.



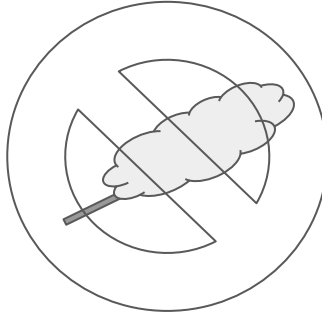
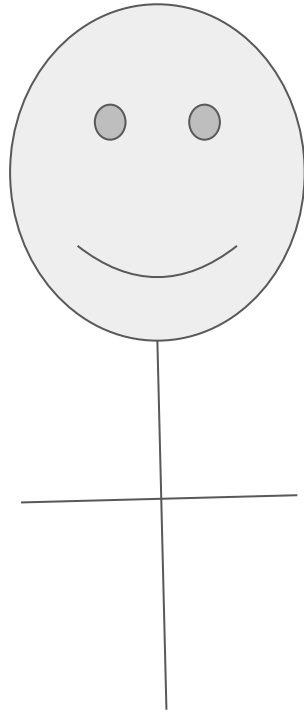
With the regimen that his therapist prescribed him with, he gets motivated to see how long he can go without smoking with the app.



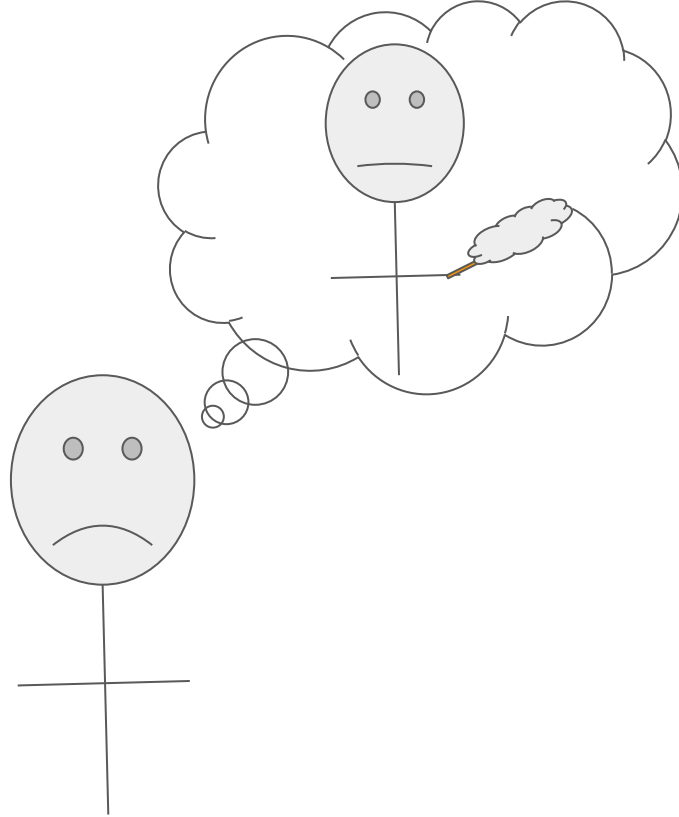
Over time, Bill is finds that he feels that his health has improved somewhat with the help from this app.



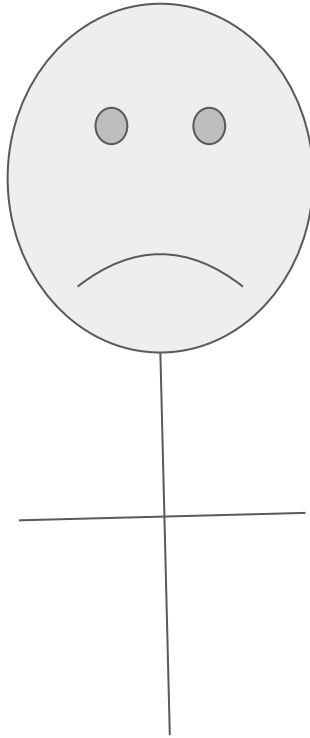
Bill has a great confidence that he can break his smoking habit seeing that he is on a near two month streak without smoking!



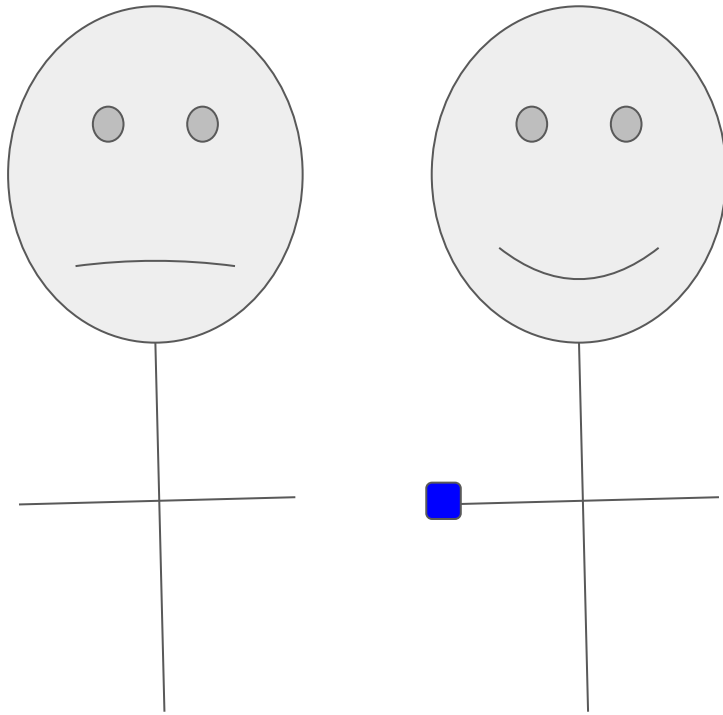
Jimmy is taking a long flight for business, but Jimmy is a smoker. On airline flights smoking is not allowed so Jimmy is worried about getting the urge to smoke mid-flight



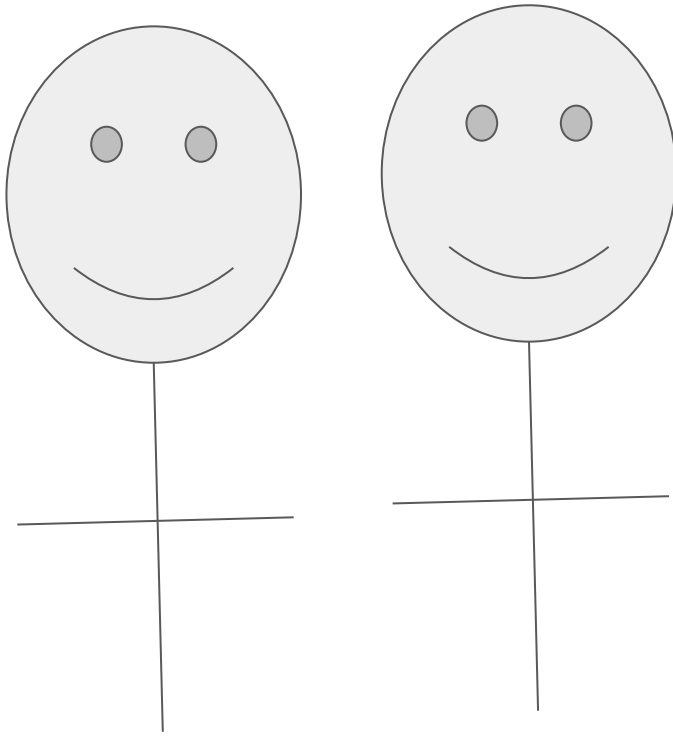
All Jimmy can think about is how he needs a cigarette, but he is stuck on the plane for another 6 hours.



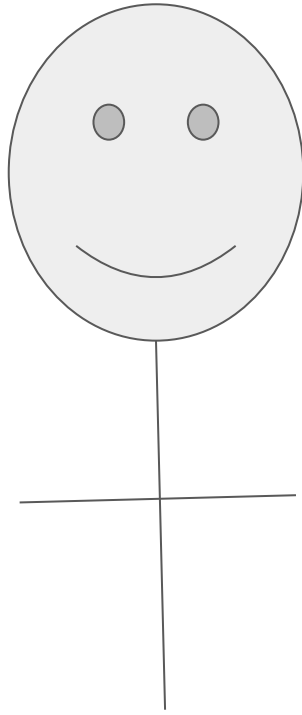
Jimmy feels very uncomfortable as he begins to feel the withdrawal symptoms of cigarettes. He gets a headache and can not focus.



Jimmy is talking to the man next to him, explaining how he wishes he could have a cigarette. The man offers Jimmy a piece of nicotine gum, explaining how it helps him with the urge to smoke and he has been trying to quit cigarettes using them.



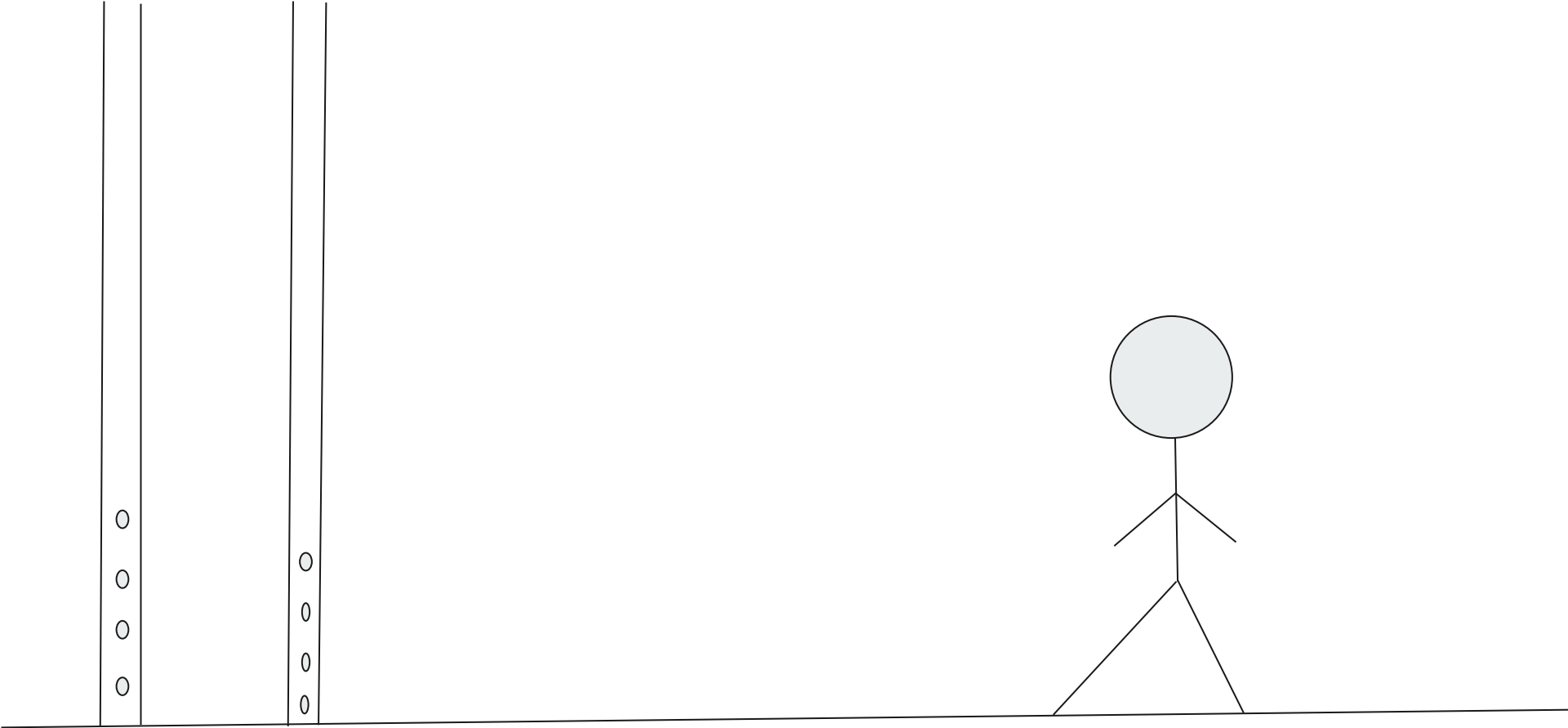
Jimmy and his new friend talk and he tells Jimmy he should get an app on his phone that allows him to keep track of his progress and helps him order more nicotine gum.



Jimmy feels much better after taking the nicotine gum and even decides he will try to quit cigarettes for good using the gum.



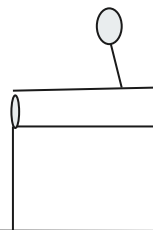
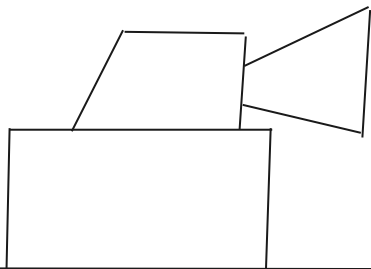
Bob is a construction worker who normally follows a daily routine. He realizes that he needs to stop smoking but doesn't really know solutions since the addictive nature of nicotine is hard to stop.



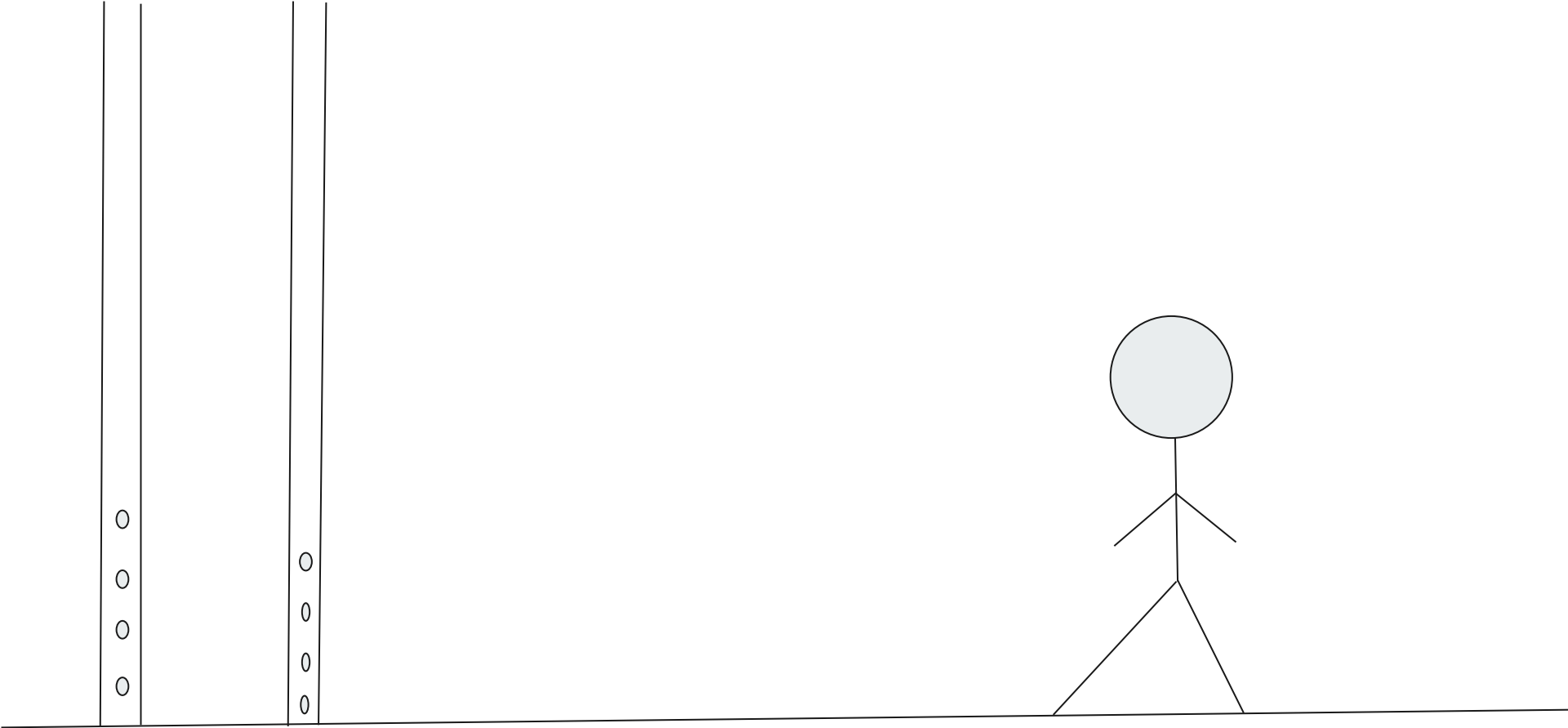
Bob went to work at the construction site on a normal day and was feeling down from his normal routine. His friend Tom tells him about this new nicotine patch that came out recently. Bob is curious.



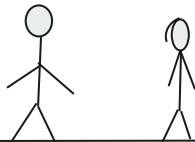
Out of his curiosity, Bob goes to the convenience store where he sees the new nicotine patches that Tom told him about. He realizes though that he doesn't have enough money with his current items so he decides to leave it for now.



Bob goes home to watch tv where he then sees a commercial for the patch that he just saw at the convenience store. He decides that it is finally time to end his addiction to smoking.



A week goes by and Bob finally has enough to buy himself a nicotine patch.



Bob's addiction slowly begins to go away in the process of months and in that time he finds a girlfriend.