

Quit Tea LLC Is Changing Name And Expanding Product Line To Help Smokers Using Behavioral Strategies

Quit Tea LLC is now The Quit Company, LLC as the company expands past just its initial product Quit Tea, and adds more products to help smokers quit naturally using behavioral modification principles.

GREENWICH, CT., November 13, 2014 – The same company, just a new name and more products, all based around behavioral modification principles to quitting smoking, the key to long term success. Quit Tea LLC is now The Quit Company, LLC. Initially the company sold just one product, [Quit Tea](#), the herbal tea for smoking cessation. However, after its success, the company is adding new products and services all based on the Substitution Strategy for Quitting Smoking.

The Substitution Strategy for Quitting Smoking is a theory that it is easier to replace a habit than it is to break one. Recent research into the formation of habits suggests that the same cues and triggers will always remain, but the response, or habit, can be changed. Smoking is largely behavioral, as well as the physical addiction to nicotine, and the behavioral aspect is often the most difficult part of quitting smoking, remaining long after the addiction is gone.

In the next year, The Quit Company, LLC has plans to launch new products and services to supplement Quit Tea. Possibly before the end of 2014, Quit Support will be available, a herbal capsule to support the use of Quit Tea. There are also plans for a new unique website loaded with useful interactive information, a SMS support program, and more. The company has already exceeded expectations of sales of its kit products on Amazon.com such as the [Quit Tea Starter Kit](#), which includes everything to get started quitting smoking naturally.

There are still over 40 million smokers in the United States. Some surveys show smoking rates have stop declining, and may even by climbing. Smokers have a difficult time quitting with the current standard of care, often attempting to quit 5 times before becoming successful. Recent studies show behavioral support plus a quit smoking aid provides the highest levels of smoking cessation success.

Quit Tea has successfully helped many people quit smoking naturally. From the company's own surveys, Quit Tea helps roughly 1 in 5 smokers remain smoke free for at least 9 weeks, and over 250,000 people have tried it. The herbal tea is all natural and mild enough to drink several cups a day. Quit Tea is by far the top selling “alternative” or “natural” product under the category of 'quit smoking aid' on websites like Amazon.com and Drugstore.com.

About The Quit Company, LLC

The Quit Company, LLC is a privately owned company based in Greenwich, Connecticut. Its products are based on behavioral modification principles of quitting smoking. The popular product Quit Tea is a herbal supplement that is intended to help replace the habit of smoking with drinking herbal tea by temporarily supporting willpower, detoxing, improving lung health, and more.

SOURCE: The Quit Company, LLC

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