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QUIT TEA<sup>®</sup>

**Quit Tea Media Kit  
2014**

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## Product Overview

Quit Tea is an herbal tea that helps people quit smoking naturally. Made from a proprietary blend of herbs and spices, Quit Tea both helps relieve symptoms associated with nicotine withdrawal, and can replace the habit of smoking with drinking herbal tea. Known as the Substitution Strategy, this smoking cessation method has been shown to be one of the most effective for long term success. Quit Tea can help:

- Reduce stress and promote relaxation
- Increase energy and reduce hunger
- Improve lung health and function
- Detoxify the body
- Replace a bad habit with a healthy habit

## Ingredients

Valerian root, sarsaparilla root, cinnamon bark, burdock root, red clover flower, St. John's Wort leaf and flower, ginger root, clove bud, licorice root, fennel seed, oregano leaf, black pepper, and cayenne pepper. Each of these ingredients has been carefully selected because of their healing and detoxifying properties.



Quit Tea does NOT contain caffeine, nicotine, or lobelia.

Quit Tea is recommended by smoking cessation counselors, respiratory therapists, chiropractors, acupuncturists, and others either alone, or in combination with other smoking cessation therapies.

## Store Distribution

Quit Tea is available at Whole Foods Markets in the North Atlantic region (Maine, Massachusetts, Rhode Island and Central Connecticut), as well as more than 200 independent natural foods supermarkets and pharmacies throughout the US, and online at <http://www.quittea.com>.

## Pricing

Quit Tea retails for \$12.99 a box and typically requires 10 to 12 boxes to successfully quit smoking for good.

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1% goes to prevention research. Made  
in the USA.



## **Data and Testimonials: Quit Tea proves effective as a natural approach to quitting smoking**

### Trial

In an informal trial of 65 smokers over a 9-week period, Quit Tea was successful in helping **17% of participants quit smoking**. Compared with nicotine replacement at 6% success and prescription medications around 22%, this result suggests that Quit Tea provides an effective method for smoking cessation. Unlike these other methods, Quit Tea has no chemicals or side effects, and is available for a fraction of the cost of other methods.

- Of these 65 people, 94% had tried quitting smoking previously, and those who had previously attempted to quit had tried an average of 5.7 times.
- 65% of those who tried Quit Tea liked the taste, and 60% said it lessened their desire to smoke.

### Sample Survey

Quit Tea sent free samples out to more than 250,000 smokers between 2011-2013, and surveyed them for feedback with the following results:

- 34% found Quit Tea to have a relaxing effect.
- 39% said they were likely to buy Quit Tea in the future to help them quit smoking.

### Testimonials

“I have heard only good things from (my patients) about how (Quit Tea) helped reduce or take away cravings and how a few have stopped smoking cigarettes. This is a good product and I will continue to tell new clients about it.”

—Leanne Taylor, MS LADC, Bangor, ME

“My patients love the flavor of Quit Tea, have had a decrease in cravings to smoke, and will definitely continue to use the tea to help them quit smoking.”

—Dr. Douglas Yost, DC, Shoreview, MN

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## **Fast Facts: Smoking, and Smoking Cessation**

- According to the Center for Disease Control, nicotine dependence is the most common form of chemical dependence in the US. Research suggests that nicotine may be as addictive as heroin, cocaine or alcohol.
- Quitting smoking is tough. Most smokers attempt to quit several times before quitting for good due to the psychological addiction of smoking, as well as severe nicotine withdrawal symptoms, stress and weight gain.
- Among current adult cigarette smokers in the US, 69% say they want to quit smoking completely.
- According to the American Lung Association, smoking-related diseases claim an estimated 443,000 lives each year, including those indirectly affected, i.e. babies born prematurely due to prenatal maternal smoking and those affected by secondhand smoke.
- All forms of tobacco are harmful and addictive. “Light” cigarettes, smokeless tobacco and other tobacco products still contain tobacco, which naturally contains more than 28 chemicals contained in the plant that are carcinogenic.
- Common smoking cessation medication Chantix has been shown to have potentially adverse side effects. The FDA reports evidence of potential threat to cardiovascular health, and serious mental and mood problems have been reported in patients using the drug to quit smoking.
- E Cigarettes, another alternative to traditional cigarettes with a synthetic form of nicotine, have not been thoroughly reviewed or approved by the FDA for safety.
- Quitting smoking has significant health benefits, regardless of a person’s age or how many years they have smoked cigarettes. People under the age of 50 who quit smoking before age 50 cut their risk of dying in the next 15 years in half, compared with those who don’t quit.

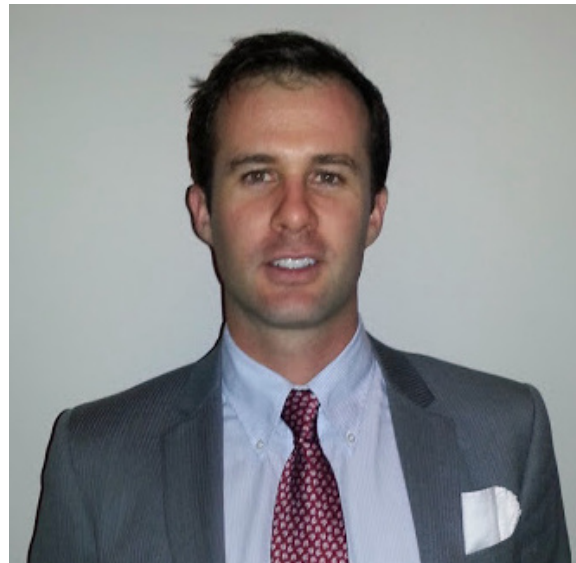
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Online Resources: Center for Disease Control, The American Cancer Society, The American Lung Association, The Food and Drug Administration, Drugs.com

### **Founder Biography: Matt Bucklin, Creator and CEO, Quit Tea**

Matt Bucklin, creator of Quit Tea LLC, found his way into the world of natural health through two different paths: first, he discovered that drinking herbal tea was instrumental in helping him successfully quit smoking; second, in his prior work as a pharmaceutical and biotechnological analyst, he became interested in alternative ways of healing without the negative side effects. With a personal understanding of the struggles associated with quitting smoking, Bucklin created Quit Tea to address the needs of people who want to quit smoking for good, naturally. He founded Quit Tea LLC



in 2009, and has watched it grow into a nationally distributed product with high efficacy rates. Bucklin graduated from Colby College in 2005 with degrees in Economics and Mathematics, and today lives and operates Quit Tea in Greenwich, Connecticut.