

## **Quit Tea Sample Program Continues With New Partnership**

*For over 2 years, Quit Tea has collected sample requests and mailed out thousands of tea bags a month. Now through a new partnership, QuitSmoking.com will collect all sample requests and follow up with their effective programs and information, integrating a product and a platform to better help smokers.*

LOS ANGELES, CA., January 10, 2013 – It is all about substituting the habit. Quit Tea and QuitSmoking.com have partnered up to help people quit smoking based on that philosophy. After two years of collecting requests for samples of Quit Tea, and following up with helpful information, now QuitSmoking.com will manage that process.

“We make a product that makes it easier for people to substitute the habit of smoking for drinking herbal tea” said Matt Bucklin the creator of Quit Tea. “I know about herbal remedies and marketing a product, the people at QuitSmoking.com are the smoking cessation experts.”

Quit Tea will continue to send samples as usual, since they have the product and the equipment for packing envelopes. The only change is with the collection of the information and the follow up. The partnership is simply intended to improve the success rates for people trying to quit smoking with Quit Tea, which will be better for everyone. If people have a successful experience with Quit Tea they are more likely to tell others.

The free samples have been an incredibly successful marketing program for Quit Tea. The rate of purchase after a sample is sent is estimated to be between 15% and 20%, based on follow up surveys. Purchases often don't happen immediately after the sample arrives, because it may take a while to decide to quit, and set a quit date. The only problems have been that the samples take sometimes too long to arrive. It can take up to five weeks to collect, pack, and mail the samples through the bulk mail system at the United States Post Office.

Many people find out about Quit Tea's free sample program through links on “freebie” blogs, but nearly every sample request is made by someone who is a smoker, or knows a smoker and wants them to give up tobacco. There was a time when Quit Tea LLC was considering stopping the free sample program, but with the new partnership they will continue the program indefinitely.

### **About Quit Tea LLC**

Quit Tea is herbal supplement that is intended to help replace the habit of smoking with drinking herbal tea by temporarily supporting willpower, detoxing, and more. Quit Tea is a product of Quit Tea LLC and has been on the market since May 2010. It is distributed and sold internationally online, and in health food stores and pharmacies across the US, Canada, and the United Kingdom. Quit Tea LLC is a privately owned company based in Los Angeles, California.

SOURCE: Quit Tea LLC

Quit Tea LLC  
Matthew Bucklin, President  
323-902-5033  
matt@quittea.com