

## Why have I not been able to quit smoking?

**Tobacco addiction has been compared to addiction to cocaine or morphine! Once you understand why it has been difficult to quit in the past and how the addictive process works, you will come to see that when you are craving a cigarette, in essence you are actually needing a release of endorphins.**

The word **endorphin** comes from the words "**endogenous morphine**". Endogenous means "developing from within" and morphine is a narcotic derivative of heroin. Human endorphins are similar to morphine in their functions, and we produce them normally within our own bodies. Endorphins are a group of necessary **peptide hormones** that occur naturally in the brain and bloodstream. The body's natural release of human endorphins does not lead to addiction like morphine and cocaine.

Endorphins are produced in the brain in response to a variety of stimuli, and they are nature's healthy cure for high levels of stress and the natural decrease of pain. Secretion of endorphins leads to a feeling of euphoria, modulation of appetite, release of sex hormones, enhancement of the immune response and emotional feelings of calmness and wellbeing.

During the process of addiction to tobacco, the natural production of endorphins becomes "**hijacked**" and falls under the control of the addictive substance.

Normally, your body releases endorphins and energy naturally throughout the day. However, after an extended period of smoking, nicotine alters your body's normal endorphin cycle, forcing it to rely on nicotine to release endorphins.

**When you smoke, nicotine stimulates your body to produce endorphins in "conditioned releases", which usually wear off in about 30 minutes.**

When you stop smoking, the production of endorphins is decreased and you soon reach the "**primary deprivation stage**". You begin to feel symptoms of "**withdrawal syndrome**" which are the effects of being trapped in an "**endorphin denial cycle**". Because endorphins are not being produced while you continue to deprive your body of nicotine, endorphin levels in your body drop far below what you normally feel. This lack of endorphins causes you to feel **extremely irritable or cranky, stressed-out, fatigued, and you start craving nicotine.**



When you finally cannot stand the "withdrawal symptoms" any longer and light up a cigarette for relief, nicotine rewards you with the endorphin release you are craving.

**There is only ONE reason people cannot quit smoking and that is due to the very strong desire for endorphin release and the unpleasant feeling of endorphin denial. This is your addiction, and why it is so difficult to quit!**

**The good news is that there is a very effective way to reprogram and restore your endorphin production and get you through ALL the stages of nicotine withdrawal!**

## How Does It All Work?

Low Intensity Laser Therapy for cessation of smoking is designed to stimulate specific acupoints on your body that control the release of endorphins in your system. It is an easy and non-invasive process with no known side effects that allows your body to **rebalance its natural endorphin production**.

Over the course of your Treatment Sessions, your body will restart the natural production of endorphins. This rebalancing of your body's endorphin levels will allow you to remove nicotine from your system, and help you to feel comfortable and relaxed during the normal "nicotine withdrawal period" of three to five days.

You will also receive a package of supportive dietary herbal supplements with your smoking cessation program designed to support and assist your system during the detoxification process associated with quitting smoking.

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## Low Intensity Laser Therapy

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