

**EVERY** CIGARETTE IS DOING YOU DAMAGE

HEALTHY  
LUNG

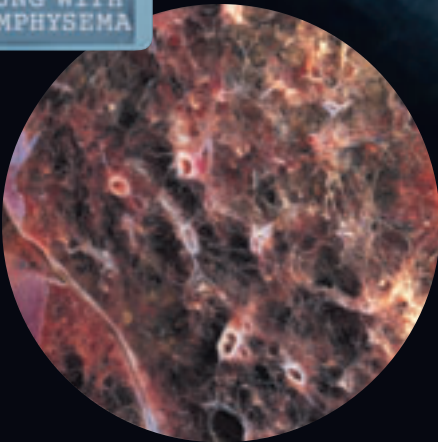


**Before**

**During**



LUNG WITH  
EMPHYSEMA



**After**



**YOU KEEP SMOKING,  
YOUR LUNGS WILL  
ROT, IT'S AS SIMPLE  
AS THAT. STRONG  
STUFF, PERHAPS,  
BUT THEN SO IS  
CIGARETTE SMOKE.**

Cigarette smoke contains more than 4,000 chemicals, some of which rot the delicate air sacs of your lungs into tar-rimmed holes.

**It's called emphysema and doctors  
refer to it as lung rot.**

- Most smokers think emphysema will never happen to them. They assume it only affects old people who've smoked heavily all their lives. They're wrong.
- A major autopsy study in the US has shown that 99.7% of smokers of more than 20 a day had some degree of emphysema. For those who smoked less than 10 a day, the figure was 77%.
- Every breath of tobacco smoke attacks your air sacs and adds to the damage. The only way to stop it is to stop smoking.

We know quitting is hard – you may have tried before and failed, but it's important that you try again. The people at the Quitline have helped thousands of New Zealanders to quit and may be able to help you.

**Call the Quitline – 0800 778 778**

**The Quit Group**  
**TE ROOPU ME MUTU**

New Zealand Government



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