

Smokers: Your Career Could Be At Risk

Companies today are increasingly looking for ways to cut expenses and improve profit margins and one of their greatest expenses today are fringe benefit costs associated with employee health care.

With increasing regularity companies are now demanding that their employees 'kick' the habit of smoking tobacco. Many companies can no longer afford to shoulder the costs of employees that choose to smoke and these companies are asking their employees to stop smoking if they wish to remain employed.

Tobacco use today is the leading preventable cause of death, killing more than 400,000 people and costing more than \$180 billion in health care bills and lost productivity each year, according to the Center for Disease Control.

Short of quitting cold turkey there are very few ways for the smoking employee to successfully give up the habit. One company thinks that they have the best answer. Safer Smokes, Inc. (www.bravosmokes.com) offers a smoke called Bravo that has all of the characteristics of a tobacco cigarette with three important differences; no nicotine, no tobacco, and none of the dangerous carcinogens derived from the additives found in commercial tobacco cigarettes. "You give up the nicotine and harmful tobacco without having to give up the physical behavior of smoking. Once the nicotine leaves your system the urge to smoke leaves you as well and you smoke your way out of the habit just like you smoked your way into it" says Dr. Puzant Torigian, Chairman and Founder of Safer Smokes, Inc.

Businesses recognize the cost of productivity loss and health care increases and can be expected to continue to press their employee base to quit smoking for good. Health care organizations in this country, under great pressure to control runaway health premiums, are also looking carefully at this problem and can be expected to price their product according to smoking vs. non-smoking companies.

For smokers challenged to quit the habit or quit the job, the key is to find a cessation strategy that works for them. Of all the choices on the market today, Bravo is the only product available today that let's you quit the nicotine and tobacco habit immediately while you smoke your way out of the habit gradually.

To learn more about Safer Smokes, their Bravo product, and to review their clinical studies and customer testimonials you can visit then at www.bravosmokes.com .