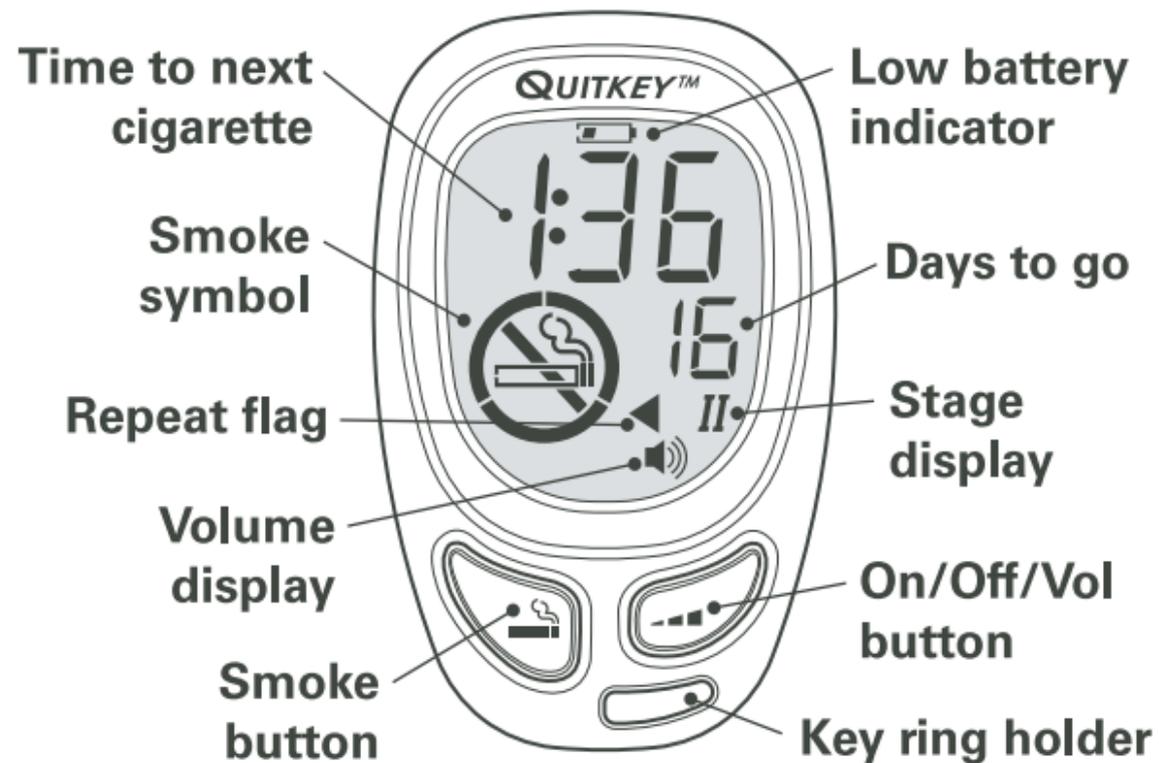


PROGRAM GUIDE



QUITKEY™

Program Guide



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WHAT IS QUITKEY™ ?

A Complete Program to Help You Quit Smoking

Including:

The QuitKey Computer

The QuitKey Program Guide

Additional Resources at www.QuitKey.com

Limited Warranty for USA Only

Scope of Warranty. PICS, Inc. warrants to the original purchaser that the QuitKey Stop Smoking Program is free from all defects in materials and workmanship for a period of 12 months from the original date of order. PICS' liability under this warranty is limited to the cost of repair and replacement, at its option, of any defective part.

Exclusions. PICS shall not be liable or pay for shipping or postage or for replacement of batteries or other consumable parts. This warranty does not cover any damage due to accident, misuse, abuse, negligence, or failure to follow instructions for proper use of QuitKey. This warranty is effective only upon presentation of evidence of provable date of order. EXCEPT AS SET FORTH ABOVE OR AS REQUIRED BY APPLICABLE LAW, PICS MAKES NO WARRANTY, EITHER EXPRESSED OR IMPLIED, REGARDING THE QUITKEY PROGRAM, INCLUDING ANY WARRANTY OR MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, AND ANY IMPLIED WARRANTIES ARE LIMITED TO THE DURATION OF THE WARRANTY. PICS SHALL NOT BE LIABLE TO THE PURCHASER OR ANY OTHER PERSON FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING IN CONNECTION WITH THE USE OF QUITKEY. REPAIR AND REPLACEMENT AS PROVIDED UNDER THIS WARRANTY IS THE EXCLUSIVE REMEDY OF THE CONSUMER. Some states do not allow the exclusion or limitation of incidental or consequential damages, or allow limitations on how long an implied warranty lasts, so the above limitations and exclusions may not apply to you. This warranty gives specific legal rights, and you may also have other rights which vary from state to state.

How to Make a Claim. Send the product, along with proof of purchase and a description of the defect to: PICS, Inc., 12007 Sunrise Valley Dr., Suite 480, Reston, VA 20191-3481.

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This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

Notice to Users of QuitKey

Under the QuitKey Program you will continue smoking normally for approximately one week and then will continue to smoke at regular intervals as you gradually withdraw from smoking. You should be aware that the U.S. Surgeon General has determined that smoking is hazardous to your health. Although QuitKey calls for you to continue smoking for a limited period of time, PICS, Inc., the maker of QuitKey, takes no responsibility for any adverse effects such continued smoking may have on your health. You are responsible for the consequences of your smoking, and for determining that you do not have a health condition that would make continued smoking for a limited time dangerous to your health. If you are in doubt, consult your physician.

PICS, Inc. does not guarantee that QuitKey will cause you to quit smoking. However, PICS does represent that, when used according to the instructions, the QuitKey Stop Smoking Program can serve as an effective method to help you quit smoking. QuitKey has worked for others, and we believe it can work for you too.

INTRODUCTION

Congratulations!

By using the QuitKey Stop Smoking Program, you are taking an important positive step toward a longer and healthier life! QuitKey will help you gradually reduce the amount you smoke each day until you are able to quit for good.

About PICS, Inc.

PICS (Personal Improvement Computer Systems) is a company dedicated to creative approaches to improving personal health. We are a group of individuals who want to help others make lasting changes to behavior and lifestyle -- changes that will improve both health and enjoyment of life. We seek innovative ways to combine the latest research findings in health behavior with recent advances in computer technology. For more information about PICS, Inc. and our products, please visit our web site at www.LifeSignUSA.com.

program, you may notice a "low battery" indicator on the top of the display. If so, then replace the battery and push the reset button again using a paper clip. **DO NOT REPLACE THE BATTERY UNLESS YOU ARE RESTARTING YOUR PROGRAM AND SEE THE LOW BATTERY INDICATOR.**

How does QuitKey work?

QuitKey will first learn when you smoke each day (Stage I), then schedule and gradually reduce your smoking each day until you are able to quit (Stage II).

- By gradually reducing how much you smoke, QuitKey helps you experience less withdrawal than if you quit cold turkey (i.e. all at once).

- By smoking only when prompted by QuitKey, not when you usually smoke, QuitKey helps you break the triggers associated with smoking (e.g. after a meal, while driving).
- By dealing with longer periods between each cigarette, QuitKey helps you practice how to manage the urge to smoke and build confidence to quit for good.

What if I start smoking again?

If, after completing the program, you are unable to stay quit and return to smoking regularly, you can restart your QuitKey program by turning on the unit and pushing the reset button. You have only one restart available to you after finishing the program so make this second attempt count.

What if my battery is dead?

QuitKey is designed to last through a number of uses on a single battery. If you leave QuitKey lying around for months and then try to reset the

- *Act like the non-smoker you are.* Non-smokers don't have ashtrays or lighters lying around. They try to avoid others who smoke. They don't keep a pack around "just in case." Most importantly, they don't take a few puffs of someone else's cigarette because they don't see any harm.
- *Learn from a slip.* Your goal should be never to smoke again, not even a puff. If, however, you slip and smoke a cigarette, step back and plan how to prevent this slip in the future, then recommit to living as a non-smoker.

This method of quitting smoking, called *scheduled gradual reduction*, is a well-accepted, scientifically-based approach that has been shown effective in a number of independent studies. For more information on the research behind the QuitKey approach, visit www.QuitKey.com.

How do I increase my chances of quitting?

- Commit to quitting smoking and to using QuitKey for the next 3 to 6 weeks.
- Let others who are supportive of you know that you are quitting smoking.
- Read and follow the directions in this booklet.
- Carry QuitKey with you everywhere.
- Record each cigarette you smoke.
- In stage II, smoke only when prompted by QuitKey.

Here are a few tips to help you stay quit:

- *Anticipate high-risk smoking situations.* You don't need to test yourself. Each day, look ahead for possible risky situations and make a plan to avoid or deal with these situations.
- *Use your social supports when tempted to smoke.* When you feel the urge to smoke, call a friend and talk about your reasons for staying quit.

What happens at the end of STAGE II?

On the last day of Stage II, you will smoke your last cigarette and QuitKey will play a tune to congratulate you for quitting. QuitKey will continue to show the "no smoke" sign and a "III" but will no longer prompt you to smoke.

QuitKey has gotten you this far, but now you need to continue to use what you learned during the program to stay quit.

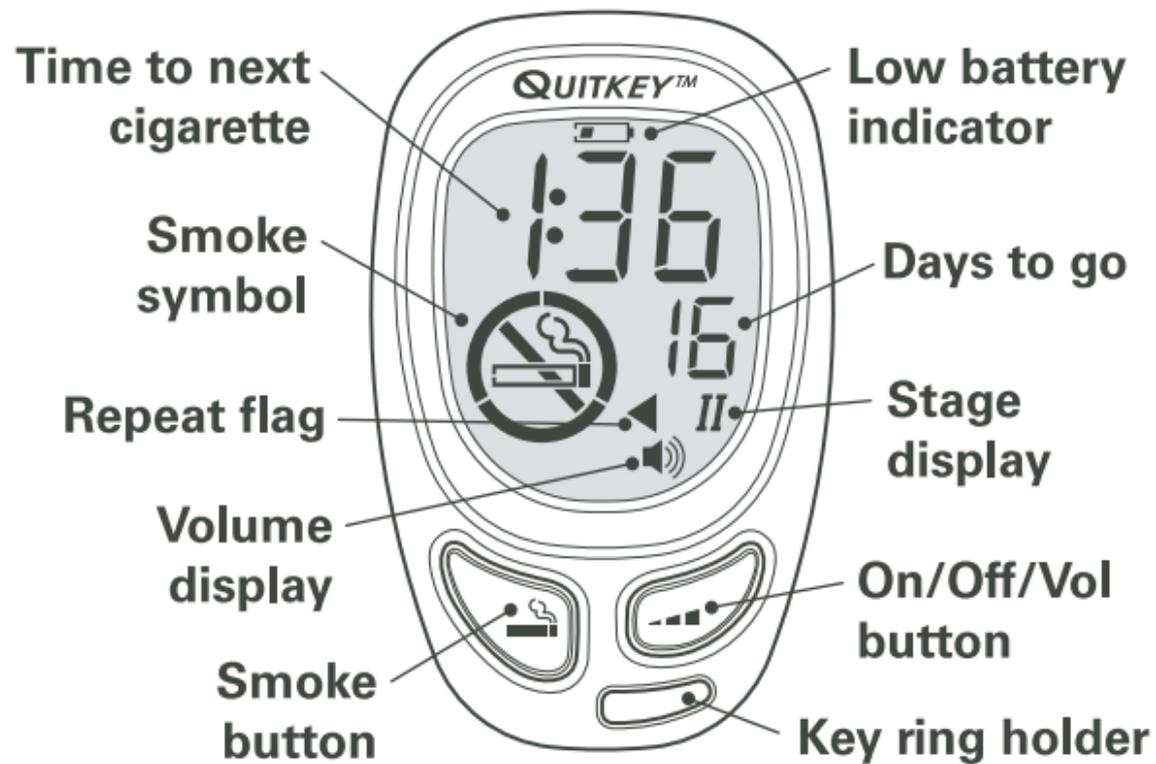
QUITKEY BUTTONS AND DISPLAYS

There are only 3 buttons on QuitKey:

Smoke  : Press the red smoke button each time you smoke a cigarette.

On/Off/Vol  : Press to turn QuitKey on at low volume , press again for high volume , and press again to turn off.

Reset: Inside a small hole on the back of QuitKey is a button used to start or restart your program.



What if I want to quit smoking before I get to the end of the Stage II?

QuitKey is designed to reduce down to a single cigarette before quitting. If you feel you are ready to quit smoking sooner, then be sure that you have reduced to 4 or less cigarettes per day (about 4 hrs. apart) and have used Stage II for at least two weeks before trying to quit. If you slip and smoke again, then turn the unit back on, pick up where you left off, and follow the program to the end of Stage II.

What if I feel like I can't complete STAGE II?

First make sure you are recording unprompted cigarettes so QuitKey can adjust to you. If you are still having trouble, then turn off QuitKey and try taking a break for a few days, especially if something has changed in your life that is making you want to smoke more than usual. If a break doesn't work, then restart the next morning by turning on the unit and pressing the reset button in the back with the end of a paper clip. **YOU HAVE ONLY 1 RESTART FROM STAGE II, SO USE IT ONLY WHEN YOU ARE SURE YOU CAN NO LONGER FOLLOW THE SCHEDULE.**

The QuitKey Displays:

Time to Smoke: In Stage II, QuitKey will count down the hours and minutes remaining until your next cigarette.

Smoke Sign: QuitKey will display a "smoke sign"  when it is time to smoke and a "do not smoke sign"  when it is not time to smoke.

Days to Go: Stage I lasts 7 days. Stage II lasts 14 to 34 days depending on how much you smoke. QuitKey will count down the 7 days in stage I and the 14 to 34 days in stage II until you quit smoking.

Stage: A small roman numeral (I, II, or III) appears below the Days to Go to show what stage you are in.

Volume: The volume indicator shows if QuitKey is set at low  or high  volume. When your unit is off, there is no display and no sound.

What if I can't use QuitKey for a few days?

It is best to use QuitKey every day, but there may be days when you can't use it (e.g. too sick to smoke regularly, forgot to carry it on a trip, experiencing a stressful period). When you can use QuitKey again, just turn it on the next morning and QuitKey will pick up where you left off.

What if I am going where I can't be prompted to smoke?

If you are entering a situation where you cannot smoke and cannot leave to smoke, then turn QuitKey off, but turn it back on as soon as you are able to smoke. After you turn the unit back on, wait until prompted to smoke. If you can smoke when prompted but don't want to disturb others who might hear QuitKey beep, then just change the volume to low using the On/Off/Vol button.

STAGE I: RECORDING YOUR SMOKING

Getting Started.

1. Open the battery door on the back of QuitKey (put a coin in the slot and turn), insert the battery with the + side up and close the door. **DO NOT OPEN THE BATTERY DOOR AGAIN.** QuitKey will run your stop smoking program many times on a single battery, but will lose all of your information if you take the battery out in the middle of your program.

2. Choose a morning to start.
3. Push the On/Off /Vol  button once. The low volume  will display.
4. Push the Reset button on the back by inserting a paper clip into the hole and pushing down slowly.
5. You will hear a short tune that tells you that you have started your program.
6. A lit cigarette is displayed in Stage I to remind you to smoke as usual.
7. The days to go in Stage I ("7") is displayed and a "I" indicates that you are in Stage I.

What if QuitKey tells me to smoke and I can't or don't want to?

As much as possible, smoke when QuitKey prompts you to smoke. Remember that you are not only reducing how much you smoke but also smoking at times you typically do not smoke so you break the triggers for the urge to smoke. When you hear the beeps and see the "Smoke" sign, light up and press the smoke button. If you can't smoke at that time, then smoke as soon after the prompt as you can and press the smoke button.

up early -- this is QuitKey's way of telling you that you smoked too soon -- BUT IT IS STILL VERY IMPORTANT TO RECORD THESE "EARLY SMOKES." QuitKey adjusts your program if you appear to have trouble waiting until prompted to smoke by repeating that day's schedule again, giving you a chance to succeed before moving on to the next day in your program. If QuitKey is repeating a day, it will display a back arrow ◀ under the Days to Go display.

What to Do Each Day in Stage I.

- ***Press the smoke button each time you light up.***

During Stage I, smoke as usual and press the smoke button each time you light up. After you press the smoke button, QuitKey will show the number of cigarettes recorded so far today for a brief time in the "days to go" display area.

- ***Turn the unit on in the morning and off at night.***

Turn the unit on each morning and keep it on all day. Press the smoke button each time you smoke. Each night, turn QuitKey off. This helps save battery life and also helps QuitKey know the beginning and end of your day. If in the morning you realize that you forgot to turn QuitKey off the night before, just turn it off and then on again.

Frequently Asked Questions (What If....?)

What if I just can't wait any longer for a cigarette when QuitKey is telling me to wait?

Try to do what you can to ride out the urge and wait for your prompt. Now is the time to learn to cope with urges so try different ways to control them. Chew gum, take a walk, or call a friend. If you absolutely cannot wait, have your cigarette and press the smoke button as soon as you light up. You will hear a "buzz" sound when you light

- ***On the last day of Stage II, smoke your last cigarette and quit smoking.***

QuitKey will play a long tune to congratulate you! When you hear the tune, you will have quit smoking and will be ready to begin life as a non-smoker. Check the website, www.QuitKey.com, for info on staying quit.

- ***Take QuitKey with you everywhere.***

Carry QuitKey on a key chain, in your pocket, or with your cigarettes and record each cigarette when you smoke it. If you forget to record a few cigarettes or record a cigarette by mistake, don't be concerned. QuitKey is designed to handle a few mistakes without affecting your program.

Frequently Asked Questions (What If . . . ?)

What if I forget to turn QuitKey on or off when I should?

If you forget to turn it on in the morning, turn it on as soon as you remember and begin recording when you smoke. If you forget to turn it off at night, then turn it off and then back on the next morning to start a new day.

- ***Turn off QuitKey at night or when you cannot smoke.***

In addition to when you are sleeping, you may have times during the day when you absolutely cannot smoke. If so, you can turn QuitKey off. As soon as you can smoke again, turn QuitKey back on and wait until it prompts you to smoke.

Don't wait longer or try to skip a prompt to smoke unless you are in a situation in which you absolutely cannot smoke.

- ***Press the smoke button every time you light a cigarette.***

When you press the smoke button, QuitKey will start counting the time to your next smoke. ALWAYS RECORD EACH TIME YOU SMOKE, EVEN IF YOU SMOKE BEFORE THE PROMPT. QuitKey will adjust to you but needs to know when you smoke to do so.

What if I forget to take QuitKey with me and miss recording a few cigarettes?

QuitKey uses the time between each cigarette, not the number of cigarettes, to set up your program. Therefore, when you realize that you missed recording a few cigarettes, do *not* try to make them up by pressing the smoke button multiple times. Instead, record your most recent cigarette and continue recording when you smoke. QuitKey wants to know *when* you smoke, not *how many times* you smoke.

What if the SMOKE button gets pressed by mistake by me or someone else?

QuitKey will not record cigarettes that are too close together. If you do record a cigarette by mistake, just continue to use the program. QuitKey is designed to handle a few mistakes and still tailor the program to your smoking pattern.

- ***Smoke when you hear the beep and see the "Smoke" sign.***

When it is time to smoke, the smoke countdown will go to 0:00 and the lit cigarette will flash. A short series of beeps will tell you that it is time to smoke. When QuitKey tells you to smoke, light up and press the smoke button. Try your best not to smoke until QuitKey prompts you to smoke, but be sure to smoke every time QuitKey prompts you, even if you do not have the urge to smoke.

When it is turned on each morning, QuitKey will countdown a short time until your first cigarette of the day. Each day, the time to the first cigarette increases gradually. Although the urge for the first cigarette of the day can be strong, do your best to wait until prompted to smoke. With each day that you wait until prompted to smoke the first cigarette of the day, you slowly break the association between getting up and feeling the urge for a cigarette.

What if I wake up in the middle of the night and smoke?

QuitKey needs to be turned off for at least 5 hours to know when a day has passed. Therefore, Stage I is a good time to stop smoking at night. If you get an urge to smoke, think about something else and go back to sleep. If you must smoke, do not turn on your unit to record it.

What if I finish STAGE I and I'm not ready to start STAGE II?

On the first day of Stage II, you'll smoke about the same number of cigarettes you typically smoke, just at different times. Therefore, there is no need to worry about starting Stage II. If you feel you must delay the start of Stage II for some reason, you can turn off QuitKey until you are ready to begin Stage II.

What you do each day in Stage II.

- ***Turn QuitKey on each morning and wait until prompted to smoke your first cigarette of the morning.***

Turn on QuitKey the morning after your last day in Stage I. You will hear a short tune to mark the beginning of Stage II, and a "II" will appear below the Days to Go. The "Days to Go" display will count down each day in Stage II until you quit smoking.

After completing Stage II, your unit will display the "don't smoke" sign and a Stage "III" to indicate that you are now a non-smoker working on staying quit. Information about staying quit as well as other tips to help you quit can be found on the website: www.QuitKey.com.

What if I need to start over in Stage I?

You probably don't. QuitKey can handle a number of recording mistakes and still set up a program for you. If, however, you feel that you must restart for some reason, then turn it on the next morning, insert a paper clip into the reset hole in the back and press. QuitKey will restart Stage I. You can restart only once from Stage I so do this only if you feel that you must redo Stage I for QuitKey to have a good idea of when you smoke.

STAGE II: REDUCING AND QUITTING

Stage II marks the beginning of your gradual withdrawal from cigarettes until you quit smoking completely. Based on Stage I, *QuitKey* has set up a scheduled smoking program for you. The program is easy to follow: simply smoke when the program prompts you. With each day and each cigarette smoked on schedule, *QuitKey* will gradually increase the time between cigarettes until you can quit smoking for good.

By following the schedule and smoking only when prompted, you both reduce your dependence on cigarettes and break the triggers you have associated with smoking.

QuitKey will continue to reduce your smoking each day until it is time for you to quit. On the last day of the program (Days to Go = 1), you will be prompted to smoke your first - and last - cigarette of the day. After recording this last cigarette, *QuitKey* will play a congratulatory tune and no longer prompt you to smoke.