



## DAY LEWIS PRESS RELEASE

For immediate release  
7<sup>th</sup> March 2008

### WANT TO STOP SMOKING?

#### DAY LEWIS PHARMACIES HAVE THE ANSWER THAT'S RIGHT UP YOUR STREET!

***"If you smoke, your health is at risk... it's as simple as that!"*** says your local Day Lewis Pharmacist ... Currently, around 13 million people in the UK smoke and research shows that over half of them are aware of the health risks and would like to give up. But because smoking is so addictive, kicking the habit can be a daunting challenge - and many people who want to quit worry that they won't be able to get the help and support they need, and at a time and place that suits them. The good news is that local Day Lewis Pharmacies offer stop smoking services - and their pharmacists are keen to help anyone looking for expert, accessible and friendly advice and sustained support.

As the UK's largest independent pharmacy multiple, with 165 pharmacies around the country, the Day Lewis Pharmacy Group is backing this year's *No Smoking Day* on 12 March, and '*The Great No Smoking Day Challenge*' - which encourages smokers to take part with millions of other smokers and try quitting for a week. The Day Lewis branch in your area is joining in to raise awareness of the accessible help and stop smoking support services their pharmacy team can provide smokers on *No Smoking Day* and beyond.

Peter Glover, Superintendent Pharmacist at Day Lewis says: *"At Day Lewis we understand that giving up smoking is never easy - but it's certainly worthwhile."*

*“Stopping smoking at any age will reduce your risk of heart disease, stroke, cancer, type 2 diabetes, chronic bronchitis and several other smoking related health conditions. The earlier you quit, the greater the health benefit. And No Smoking Day, 12 March, is the ideal time to consider stubbing out your cigarettes for good!”*

Day Lewis is reinforcing the *No Smoking Day* campaign and messages, by reminding their local customers and patients that there are immediate and long-term benefits to their health after they have stopped smoking. They are:

<b>Time since quitting</b>	<b>Beneficial health changes that take place</b>
<b>20 minutes</b>	Blood pressure and pulse rate return to normal.
<b>8 hours</b>	Nicotine and carbon monoxide levels in blood reduce by half, oxygen levels return to normal.
<b>24 hours</b>	Carbon monoxide will be eliminated from the body. Lungs start to clear out mucus and other smoking debris.
<b>48 hours</b>	There is no nicotine left in the body. Ability to taste and smell is greatly improved.
<b>72 hours</b>	Breathing becomes easier. Bronchial tubes begin to relax and energy levels increase.
<b>2-12 weeks</b>	Circulation improves.
<b>3-9 months</b>	Coughs, wheezing and breathing problems improve as lung function is increased by up to 10%.
<b>1 year</b>	Risk of heart attack falls to about half that of a smoker.
<b>10 years</b>	Risk of lung cancer falls to half that of a smoker

Peter adds: *"So consider taking the 'No Smoking Day Challenge' - and pop in to your local Day Lewis branch and have a confidential chat with our pharmacists. They're geared up to helping you to 'quit and win' – and you can be reassured they will be with you every step of the way in the coming months, advising, encouraging and supporting you to stay 'smoke-free'. Their expert advice is free, and is available without an appointment, up to six days a week."*

*"They can provide advice on the various nicotine replacement therapies, answer your questions and concerns and recommend the most appropriate product for your needs.*

*The nicotine replacement therapies available from Day Lewis pharmacies include patches, lozenges, inhalers, tablets and chewing gum in varying strengths.*

*You will find that these products can help you to quit by easing the nicotine withdrawal symptoms - such as cravings and mood changes, while you break your smoking habits and learn new ways to cope."*

**On No Smoking Day, the message from your Day Lewis pharmacist is: *"Stop smoking to look and feel healthier, fitter and better!"***

## **Day Lewis - Caring for our local communities**

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### **Notes to editors**

- For more information, or **if you would like to interview a Day Lewis Pharmacist in your area**, please contact PRimage on 01727-874137, Mob: 07717691845 or e-mail [judy@primage.org](mailto:judy@primage.org)
- Research shows people are more likely to successfully stop smoking if they have sought help from a health professional such as a pharmacist or doctor. These studies would suggest that people are more successful if they talk to their health professional on more than one occasion.
- Some useful contacts for smoking cessation information: *No Smoking Day* website: [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk); *Quitline*: Tel 0800002200 - website: [www.quit.org.uk](http://www.quit.org.uk); *ASH*: Tel 0207-7395902 website: [www.ash.org.uk](http://www.ash.org.uk)

