



Reclaim your health — **ONE BREATH AT A TIME.**

Quitting nicotine isn't easy, but it can be done with the right support. Get help quitting any tobacco or nicotine product with **EX Program**, a free digital quitting program that offers the proven tools, expert resources, and community support needed to help you quit for good.

Did you know?

Tobacco companies knowingly **targeted** Black Americans in advertisements for **menthol cigarettes**.

Black Americans are disproportionately impacted by **hookah, cigar, and cigarillo** use.

Nicotine addiction can amplify feelings of **stress, anxiety, and depression**.

Reclaim your health today.

Scan to join for free or text **JOINFREEDOM** to 88709



BREATH of
FREEDOM

truthinitiative.org/breath

