

“Who wants to be addicted?”



FEEL FREE TO SAY NO

Jack (18) from London certainly doesn't. He has one main desire: to be free. And to have fun, together with friends. Why should he then be clutching a cigarette? He doesn't need to. Like thousands of other young people in Europe. Feel free to say no.

Did you know? The addictive power of nicotine resembles those of cocaine or heroin. The tobacco industry adds substances such as ammonia which intensifies the addiction.

Quitline: 0800-00 22 00



Truck in Town!

Visit the “Feel free to say no”-
Truck at Funfest in
Edinburgh: 30 + 31 August
See the stars! Hear the music!



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"I'm the one
to determine
what's cool."



FEEL FREE TO SAY NO

Mel (18) from London likes herself the way she is – unconventional, lively, courageous. Her friends agree. So why should she change anything about herself? Cigarettes simply aren't her style. Feel free to say no.

Did you know? No other health preventive measure could save more lives and avert more diseases than the abdication of smoking cigarettes.

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“We won't let them spoil our fun!”



FEEL FREE TO SAY NO

Carolina and Georgina (13) from Barcelona are enjoying it to the full – life, not smoking, that is. Why put the future at stake? Things are just getting going! Just as for thousands of other young people in Europe. Feel free to say no.

Did you know? Eight in ten habitual smokers begin with their deadly addiction at young age. About half of them will die of their addiction.

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“Who wants to meet diseases?”



FEEL FREE TO SAY NO

Xavier (18) from Barcelona certainly doesn't. Because fun and action make up half of his life – and he couldn't imagine a life without movement. While he could imagine a life without cigarettes. Feel free to say no.

Did you know? Smoking causes creeping death: Every year more than 500,000 people in the EU die far more earlier than necessary because they smoke.

Quitline: 0800-00 22 00



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“Who wants to be a loser?”



FEEL FREE TO SAY NO

Anton (18) from London certainly doesn't. Because being dependent on nicotine is not exactly a mark of success. And as far as Anton is concerned, nothing beats the success of his dreams. He is not dreaming about cigarettes. Feel free to say no.

Did you know? So-called “light” cigarettes are especially dangerous: the reduced content of nicotine drives people to smoke more and to inhale deeper – for this reason certain types of lung cancer occur particularly often with “light” smokers.

Quitline: 0800-00 22 00





”Who wants to be a loser?”



FEEL FREE TO SAY NO

Matthias (14) from Munich certainly doesn't. Because being dependent on nicotine is not exactly a mark of success. And as far as Matthias is concerned, nothing beats the success of his dreams. He is not dreaming about cigarettes. Feel free to say no.

Did you know? So-called "light" cigarettes are especially dangerous: the reduced content of nicotine drives people to smoke more and to inhale deeper – for this reason certain types of lung cancer occur particularly often with "light" smokers.

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“There are a thousand things I want to achieve.”



FEEL FREE TO SAY NO

Seetal (18) from London realises dreams. Her own at least. Setbacks are part of the game and prepare you for the next round. With cigarettes, on the other hand, she would be behind before it has really started. No good for anything. Feel free to say no.

Did you know? Marketing cigarettes among young people is worthwhile: at young age the close bond to a cigarette brand is established, for which the average smoker spends approximately 50,000 Euro in his lifetime.

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