

Hidden Costs of Smoking

As costs continue to rise, the majority of Americans are keeping watch at the gas pump and super market. Consumers must make tough decisions on how to cut back, especially those who purchase costly products like cigarettes. A major way tobacco users can save money is to quit. But what if someone told you cigarettes cost \$40 a pack, would you believe them?

\$40 a pack, that's almost \$15,000 a year!

The truth is, the cost of a pack exceeds the price tag at the store. In the book "The Price of Smoking," Duke University health economists calculated the \$15,000 annual cost by analyzing all the costs of smoking – costs to the smoker, the smoker's family, and society at large.

The study found that over a 60-year period, the projected cost for a 24-year-old smoker was \$220,000 for a man and \$106,000 for a woman. The figures include expenses for cigarettes and excise taxes, life and property insurance, the medical care of the smoker and his/her spouse and dependants, and lost earnings due to disability.

While the financial aspects of smoking shouldn't be the only reason that you should consider quitting, you may not be aware of how much smoking is actually costing you. The following describes some of the additional costs associated with smoking beyond that pack you purchase:

Health Care

Statistics show that smokers have more medical problems and die at an earlier age than nonsmokers, leading to higher health and life insurance costs. Tobacco users more often visit doctors' offices and typically use more medications than the average nonsmoker.

This has not gone unnoticed in the workplace; in recent years, employers have started placing higher health care premiums on employees who smoke and offering incentives to those who don't or are attempting to quit.

Tobacco use plays a role in a multitude of diseases that ultimately lead to disability and/or death. Lung cancer, heart disease, emphysema, leukemia, chronic bronchitis, asthma, cervical cancer, kidney cancer and stomach cancer are just a few.

Beauty/Hygiene

Bad breath, yellow teeth, stinky clothes and hair, yellow nails, and wrinkles cost smokers more to keep up their image. Whitening toothpaste, dentist visits, perfume, dry cleaning bills, and breath fresheners all add up.

Home/Auto

The scent of stale smoke tends to linger and smokers pay more to keep their homes and cars clean. And the value decreases when unpleasant odors detract from an otherwise pleasant home or car.



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Statistics show that smokers get into more car accidents and cause more house fires than nonsmokers. The result is that smokers pay auto and home insurance rates that are often hundreds of dollars a year higher than nonsmokers'.

Social Stigma

Smoking is no longer a socially acceptable activity. Bans continue to rise in locations such as restaurants, bars, airports, hotels, ballparks, and workplaces. States are increasingly banning tobacco use. The message is clear: smoking is an isolating behavior.

There are many reasons to quit smoking; the financial cost is just one. It's time to weigh the cost of engaging in the number one cause of preventable death.

If you're ready to quit, the Quit For Life[®] Program is the best method you can choose to successfully stay tobacco free.

The Quit For Life Program is brought to you by the American Cancer Society[®] and Alere Wellbeing. The two organizations have 35 years of combined experience in tobacco cessation coaching and have helped more than 1 million tobacco users. The program integrates free medication, web-based learning, and confidential phone-based support from expert Quit Coaches[®].

Call **1.866.QUIT.4.LIFE (866.784.8454)** today, or visit www.quitnow.net.

The Quit For Life[®] Program is brought to you by the American Cancer Society[®] and Alere Wellbeing. The two organizations have 35 years of combined experience in tobacco cessation coaching and have helped more than 1 million tobacco users. Together they will help millions more make a plan to quit, realizing the American Cancer Society's mission to save lives and create a world with more birthdays.