

Tobacco-free rule

To help you quit tobacco for good, it's important to follow the Tobacco-Free Rule. After your quit date, don't use any tobacco at all—not even a single puff or small amount. Even a little bit can make it harder to stay quit. Read on to learn why this matters.

How tobacco addiction develops



Tobacco use creates nicotine receptors in the brain that release dopamine, reinforcing the habit and leading to addiction. Over time, the brain releases less dopamine, making it harder to quit, as more nicotine is needed to feel the same effect.

Managing withdrawal symptoms



Becoming tobacco-free can cause withdrawal symptoms, which are usually strongest in the first week but lessen over time. Staying completely tobacco-free helps these symptoms pass more quickly.

Why the rule is important



The tobacco-free rule helps break the cycle of addiction and withdrawal, allowing your body and brain to heal and return to normal.



Not following the rule can lead to relapse, but it's important to bounce back, learn from it, and stay committed to your tobacco-free journey.