

The Easyway seminar

Allen Carr's Easyway seminar program boasts the highest independently-verified success rate of any quit smoking method.

In a study published in the medical journal *Addictive Behaviors* in November 2006, researchers found that after attending **one six-hour Easyway seminar, 53.3% of smokers were still smoke-free after 12 months.** This figure increases to **75.8%** for smokers attending follow-up sessions (provided free of charge). To put this in context **this success rate is over ten times more effective than**

using nothing and four times more effective than quit smoking medications. And there are no unpleasant side-effects to worry about.



Creating happy non-smokers

But this success rate, amazing as it is, is not the real story. The real story is what smokers think of Allen Carr's Easyway method: in post-seminar evaluations conducted at major corporate clients (Ford, USAF, Sneider's of Hanover) attendees gave the Easyway program a **100% approval rating**, with over 85% giving it the highest possible rating.

Clinical evaluations of the Allen Carr seminar

Over the years there have been several independent, physician audited evaluations of the Carr method.

1. **Long-term success of short smoking cessation seminars supported by occupational healthcare** (Moshammer & Neuberger, *Addictive Behaviours*, Nov 2006)

This study quotes a three-year success rate of **51.4%**.

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2. **Smoking Cessation at the workplace: One-year success of short seminars** (Hutter, Moshammer & Neuberger, *International Archives of Occupational and Environmental Medicine*, 2005)

This study quotes a best estimate one-year success rate of **55%**.

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3. **Dr. Jose Alvarez evaluation of the Carr method, March 1998**

Dr. Alvarez is the Head of Medical Services at Transfesa, a corporate client of Allen Carr in Spain. Dr. Alvarez states that of 40 employees who attended the Carr programme in November 1997, **80%** were still smoke-free in March 1998.

Other client comments

We have received detailed feedback from a large number of clients over the years. Whilst this feedback does not constitute hard data, it gives a strong indication of how people feel about the Easyway program.

- *Cornwall Social Services*, an institutional client, quotes a success rate of **73%**.
- *Levi Strauss* in Holland quotes a **60.8%** success rate at 18 months.
- *Middlesbrough Borough Council*, another institutional client quotes success rates of 'approximately **70%**'.
- Satisfaction surveys for *Ford Canada*, *US Air Force* and the *Bermuda Pharmaceutical Association* show **100%** satisfaction ratings.

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