

Preface to the 2nd Edition

(Please read for important new information.)

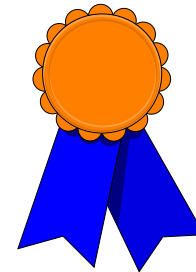
Thank you for ordering the DIPSTOP program, you won't regret it. As a matter of fact it is our bet that you will look back on this decision as one of the most important decisions you have ever made.

Since coming out with the first edition, 1000's of users of smokeless tobacco have found freedom from their addiction. As a result we have gained several new and important insights into helping you gain freedom.

Because of the detailed interaction with these customers we have gained much knowledge that will help you in your quest for freedom. For example, several university studies have looked at role of BACC-OFF in reducing nicotine withdrawal symptoms. Their conclusions confirmed for us that BACC-OFF is perhaps the single most important tool in beating smokeless tobacco addiction. We have included the results of these studies in this edition.

Throughout the program you will see continual references to successful people who have beat their addiction. We have learned a great deal from them and are therefore able to pass their success along to you.

We dedicate this 2nd edition to those who have found victory over their addiction to smokeless tobacco. We feel confident that you too will join their ranks.



How to use the Dipstop Manual



The process of altering a person's lifestyle is a difficult thing to do especially when it involves a drug such as nicotine. At this point you probably have tried to quit several times, and perhaps getting this program is your one last desperate move before giving up to suffer the consequences. Therefore, each step in the **DIPSTOP** program has been designed for your benefit and success. You must follow the manual religiously. Don't leave out any part, even if you think a section or point doesn't apply.

The concepts contained in this manual are invaluable to your future success, so you must read each section carefully. The Dipstop manual is intended as an instructional companion on your journey to freedom.

Knowledge is an essential ingredient for success. Without it any endeavor is doomed to failure. Right thinking produces right behavior and wrong thinking wrong behavior. That is why you must thoroughly know the material contained in this program. To accomplish this we recommend that you follow the seven-day guideline listed below:

- Day 1:** Read the entire manual.
- Day 2:** Study section 1 **Getting Ready: A Look Inside Your Mind.**
- Day 3:** Study section 2 **Getting Ready: Counting the cost.**
- Day 4:** Study section 3 **Getting Ready: The Tools for Success.**
- Day 5:** Study section 4 **Steps for Success. D-day "Decision day " the day we choose to quit!**
- Day 6:** Study section 5 **Partnership**
- Day 7** Study section 6 **If You Stumble.**

INTRODUCTION TO FREEDOM

You have just opened a book that can completely change your life. The possibilities contained in this material are life giving and freedom creating.

We at **DIPSTOP** have put much time, effort and thought into this program, which will give the freedom from tobacco, use that you and your family have desired for a long time. We have researched the physical, mental and emotional aspects of this unique addiction, and have developed this program to lead you from the control of tobacco to the desire of your heart. **The Freedom from Addiction.**

We assume of course that deep down you have a sincere desire to be free of this addiction, and that you desire to choose the things you want in life without a controlling addiction to shackle you. If this desire has become desperate, you will succeed.

THE PROGRAM

The **DIPSTOP** program is unlike any other program that has been designed to help people quit (i.e. smoking, over-eating) in several ways.

ONE: It is not an easy quit program. In fact, there is no such thing as an easy quit program. We could paint you a rosy picture of how easy it would be to quit by following our program, but we would be lying.

To be free, you must change your lifestyle and break this habit, and that is difficult. By using our program and following it step by step, we make freedom possible, probable, and much simpler than you think. Compared to quitting on your own without this program, it will be easy.

TWO: This program will require hard work, diligence and determination. We show you how to gain the skills needed to succeed, but it still takes your effort. There is no magic pill that will instantly change your lifestyle. To even hint otherwise would be a lie. Nothing in this life is free, but almost anything is possible when effort and knowledge are applied to obtain your goal of freedom. Give 100% of your energy to this program, and you will be free.

At **DIPSTOP** we realize the pain, worry and desperation that you are going through. We realize this because we have experienced the same things you are going through. We feel an awesome sense of responsibility by sending you this program, and we know how much you want to be free of this addiction.

This program is not a gimmick or just something put together to make money while taking you for a ride. Each part has been thoroughly researched and successfully used by chewers of 15-20 years. **DIPSTOP** is patterned after some of the best drug addiction programs in the country. Our program

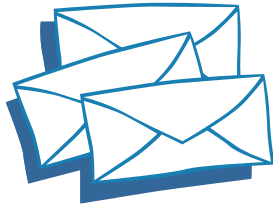
has been adapted to breaking the nicotine habit, and specifically the smokeless tobacco habit.

A PERSONAL WORD

I started to dip when I was fifteen. I didn't dip a lot, because of school and other activities, but when I got outside I dipped as much as I could. Gradually I used it more and more. I would dip before school, during shop, PE and after school. This went on for five years until I decided to quit, because my friends said that I couldn't. So I did quit. It wasn't easy hard for a while but I made it, for three months. I was free at that point but I made a mistake, I looked back and chose to buy just one can. Within a few weeks I was right back where I started. I continued to dip for the next ten years. During that time I tried to quit many times, but it was too hard and painful, so I gave up each time. After researching this and becoming desperate, I was finally able to break the habit.

You may not think you need to quit now, but one day you will be just like me, desperate to quit. One day you will know you have to quit, and you will wish that you had stopped the day you read this. Don't let it get to that point.

This manual is a picture of your life a few years down the road. When you work through this material, put yourself in my place as you read. Try to see yourself the way you will be, struggling to quit, spending a lot of money, and worried about your health, just like this manual describes. You can beat this addiction! We have numbers of success stories to prove it. Let's get started!



Section 1 A LOOK INSIDE YOUR MIND

1. Source of Behavior
2. Reality - True or False
3. Natural & Acquired Desires
4. Self Talk
5. Focus - Hit the Mark
6. Definitions Summary

It is often a painful process to look at yourself and see your faults and shortcomings, but it's better to look, see and change than to never look at all.



Are you addicted? Our guess is you have been using tobacco for many years, from 5 to 20 years. You have tried to quit several or many times, but the longest you have gone without tobacco is several days, maybe a week. During those times you started out with high expectations, only to see your goal fade after a few moments, or days. You drifted right back into despair, feeling your goal would never be reached.

How did this happen? You did not plan it this way or even see it coming. You didn't even want this, but it happened. You have become addicted to a substance that has, and will, one day permanently change your life unless you quit.

Your addiction started very slowly, as is true with all addictions. You took a dip with a friend, and it tasted terrible; but it was the thing to do so you took some more. After awhile you became comfortable with the tobacco, so you used it more often. Suddenly you began to need it, and certain activities or places triggered a desire for a dip. It was just the right thing for the moment. Eventually, it was not the place or activity that caused the desire, it was the tobacco itself that was the desire. You could not enjoy what you were doing, or even life itself, without tobacco. At this point you were hooked and panic set in.

What can you do? You need to quit, but you can't live without this stuff. Life without it seems not worth living. The war rages in your mind and is still going on to this day. You don't want to die or be permanently hurt by this stuff, but you can't quit. At this moment, quitting seems almost worse than dying. Perhaps these words describe in some detail the way your life has been.

THE SOURCE OF YOUR BEHAVIOR

In this section we will take a brief look at the major source of your behavior. This is not a section on positive thinking, which tries to build up a super charged mental attitude of success, but rather a lesson in reality.

Your behavior is controlled by your "Self Talk," which is the driving force of your addiction. Your mind is much stronger than the physical addiction to

nicotine; therefore, you must see and fully understand the "Self Talk" that controls you.

Read and study carefully!

"Self Talk" is what you hear from your mind. It is controlled by what you have listened to in the past. It is very real, and controls the way you act or react to a given situation. "Self Talk" can contain either truth or lies.



For example, let's say the day before you decide to quit, you are reading this manual with a dip in your mouth. You're feeling good about yourself, with positive thoughts of success flowing out of your mind. Your "Self Talk" is agreeing with what you read, and you say, "I can do this. I have the self control to quit," as you spit in the can. This is "Self Talk" speaking truth to your mind.

However, the next morning as you throw your tobacco away, your "Self Talk" begins to speak defeat. You might say "There is nothing good about this day; everything is going wrong. I just can't quit now, so I'll wait until tomorrow." This too is "Self Talk" speaking, but this time it's speaking a lie to your mind.

When your "Self Talk" speaks failure or hopelessness, this is called False Reality.

FALSE REALITY OR TRUE REALITY

False Reality is a lie that your mind believes. This problem gets its origin from feelings or patterns of thinking that are built over a period of time. These feelings are created by certain circumstances repeatedly taking place again and again. False Reality is not truth, but since it has happened several times, your mind considers it to be truth.

For example, let's say you have tried to quit two times, each time failing to succeed. The third time you try, your mind tells you, "I'll never be able to quit; there's no sense trying." Even though this is not true, it has become truth to your mind. At this point your mind has been programmed to accept failure and you will fail unless you recognize that your mind is speaking a False Reality. Just because something has happened many times in the past doesn't mean it always has to be that way. Remember False Reality is a lie that your mind believes to be true.

True Reality deals with facts and not feelings. Let's illustrate. During one of those times when you decided to quit, hours seemed an eternity, and to make it for a day or two seemed impossible. You felt that you were going to die. The thought became so overwhelming that you gave up and gave in. Your "Self Talk" spoke a lie and you believed it. This lie is False Reality.

True Reality (truth) is the fact that you would not die for lack of a dip, and your life would not fall apart without that pinch between cheek and gum. You can live without tobacco and be free.

To overcome the lies of your mind you must become an effective listener to your "Self Talk". When you hear your self-talk speaking lies, you

must not believe it. Rather replace the lie with truth. Listening to your self-talk is critical to overcoming your addiction and gaining your freedom. It takes practice and patience to become an effective listener.

This can be done by concentrating on the truth of True Reality and how truth affects the lie. For each lie that springs up, a truth should also be spoken, either out loud or in your mind. Truth should continue to be spoken until the lie fades. By speaking truth to your mind, you will begin to replace the pattern of lies, which your mind now believes. Speaking truth to your mind must become a habit that controls your thinking. Hearing and believing truth may be difficult for awhile, because the "lies" have controlled your thinking for a long time and breaking this pattern will be a struggle. However, you can achieve success over this struggle.

LET'S RECORD YOUR THOUGHTS

After you have studied this section carefully, picture the day you are going to quit. Think about the past times that you have tried to quit. Listen carefully, and you will hear many lies speaking to you. Record each lie you hear. For every lie there is a truth. You should write down a truth for each lie. Spend some quality time here and search your mind carefully. As you quit chewing, new lies will come up. When they do, come back and record them on the next page.

LIES THAT YOU BELIEVE

Could not enjoy activities.

You are hooked.

Life is no fun without it.

- _____
- _____
- _____
- _____
- _____
- _____
- _____



TRUTH: (OPPOSITE OF LIES)

Others enjoy life without it.

I can quit.

Life will be better.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

ACQUIRED DESIRES

The desires of our mind issue a strong controlling influence over our "Self Talk". Think back for a minute and remember all the times you tried to just cut back on the amount you chewed a day. It probably worked fine for a few hours, but then the desires of your mind began to influence you. The desires told you that this cutting back just wasn't what you wanted to do. You did not desire to cut back or quit, so you gave in to what you wanted, not what you needed. Each time you gave into your desires, you were establishing habits of self-indulgence. You needed to exhibit self-restraint, but you gave in again and again. Now giving in to the desires of your mind is a habit.

NATURAL DESIRES

Natural desires are those which encourage you to do what is proper and needed to live a happy, successful and prosperous life. Your conscience desire is the only reason you are reading this material. This desire tells you that to continue to live, you need to change your habits and throw off this addiction. This is the part of your mind that we call "your will to live" and be successful. Your conscience desire was the reason you tried to quit or cut back. It is there to protect you. You must learn how to listen to it and react to its protection.

Realize that your acquired desires are at war with your natural desires; and to this point, the acquired desires have won. It doesn't have to stay that way.

LET'S LISTEN TO YOUR "SELF TALK"

Review the section on desires and listen to your "Self Talk". As you are thinking and listening, write down your acquired desires. You should put some effort into searching your mind. Try to come up with at least ten desires. For each Acquired Desire you should have a Natural Desire recorded.

ACQUIRED DESIRES

I don't want to quit.

I want to dip as much as want.

I need it to relax.

- _____
- _____
- _____
- _____
- _____
- _____
- _____



NATURAL DESIRES

I must quit to live.

I choose self-control.

I can relax in time.

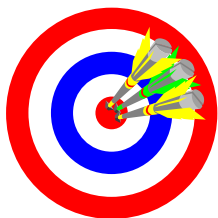
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FOCUS

Finally let's look at a subtle trick your mind plays each time you try to change your lifestyle. It's called a Mind Fog.

Let's say you have thoroughly read this manual and understand its concepts. You have become excited about the prospects of being free from your addiction and have set your date to quit. You have focused in on the goal and nothing can stop you. Suddenly, your mind fears change. It starts to focus on other matters at hand: work, family, hobbies, personal matters, pleasures, desires, just any number of things. Your mind is going to use this Mind Fog to direct your attention away from changing your lifestyle. As soon as you lose your focus, the urgency to quit or change disappears. You suddenly don't see the need to quit, or you decide it can wait.



A clear mind focus concentrates on three areas: 1. Obtaining the goal of freedom; 2. Never looking back and 3. Not looking forward to the future. Once you make "The choice" to quit don't look back to the way things were. It doesn't matter that you enjoyed a dip at a certain time or place. Dipping is no longer an option so don't bother yourself by looking back.

Don't look to the future to dwell on never taking a dip again. Looking forward will cause unneeded anxiety that you don't need now.

A clear mind focus gives a sense of direction and purpose. Without this focus, your goals become foggy and unattainable. When you lose your focus, the next deadly enemy of freedom steps in—procrastination.

You lost your focus, and now your mind tells you to put off taking any action for now. It tells you that you are too busy or you have too much pressure to quit at this time. Now is not a good time or it's not convenient this week--just any reason to put off quitting.

You must not lose your focus and begin to procrastinate. When you are tempted to put it off, recognize the mind's tricks, and renew your focus.

Every area of your life is important, your family, hobbies, work etc. But at this critical point in your life, you must stay focused on obtaining your goal. You will still have the usual pressures of life, but you must focus on breaking this addiction for 30 days.

DEFINITIONS

SELF TALK- What your mind speaks to you. This can be truth or lies, positive or negative.

DANGER OF: If you listen to the lies, you will fall.

ADVANTAGE: You can change your "Self talk" to speak truth.

FALSE REALITY - A lie that has been learned over a period of time. It consists of defeating thoughts.

DANGER OF: Letting false reality control your actions.

ADVANTAGE: - You can erase a false reality.

TRUE REALITY - A truth based on facts, not feelings. Truth is constant regardless of surrounding events.

DANGER OF: - Not listening to truth brings failure.

ADVANTAGE: - Truth is contained in every person. Use it.

ACQUIRED DESIRE-Self indulgent desires that feed on "wants" of the moment, and not the needs.

DANGER OF: - Being controlled by them.

ADVANTAGE: - Can be changed to desire that is good for you

NATURAL DESIRE-Inborn need to survive and be successful. Contained in your sub-conscience.

DANGER OF: Not listening to its warning signals.

ADVANTAGE: - Can be a strong influence in success.

FOCUS- To look solely at the goal of success and not at the "wants" or problems of the moment.

DANGER OF: Loosing focus, looking at less important problems or concerns.

ADVANTAGE: Bring together all aspects of gaining freedom

PROCRASTINATE- To put off until more convenient.

DANGER OF: Cause you to postpone the need of the moment.

ADVANTAGE: You can overcome hesitation by "just do it."

TNT = Today Not Tomorrow!



Section 3 COUNTING THE COST

- | | |
|----------------------------|----------------------|
| 1. The Cost of Addiction | 2. Which is Better? |
| 3. Recording your Thoughts | 4. Counting the Cost |



When a person sets out to build a house, he must first decide how much money it will take to complete the project. He begins to get estimates for all the material, labor and land. He counts all the cost and tabulates the totals, and then he decides whether he can afford the house as it is or if he needs to scale it down.

COST OF ADDICTION

Let's look at just some of the possible cost of your addiction. Here are some medical statistics to consider: In 1990 it was estimated that oral cancer would strike 31,000 people just like you. About one third of those will die within one year. Half will be alive for five years. Survival depends on where the cancer is located. For example 80 percent of patients with lip cancer survive up to five years, but only 28 percent live longer than five years. The number of new oral cancer cases increases each year. Oral cancer accounts for about 4 percent of all cancers that occur each year. Of that, 20 percent occur in the tongue, 15 percent in the lips, 10 percent in the salivary glands and 25 percent are pharyngeal cancers, which occur between the mouth and esophagus. Cancer can also occur in all other parts of the face and mouth.

The most common sign is a sore that fails to heal and bleeds easily. Other symptoms may be a sore throat, difficulty in chewing or swallowing food or the sensation of something being in the throat. Lumps or whitish patches that tend to be thicker than surrounding tissues are also a sign. Pain is rarely an early symptom and if it does occur it is probably due to an infection of an existing tumor.

Generally, surgery and radiation are the most common methods of treatment and most often are used in conjunction with extensive rehabilitation. Severe cosmetic problems as well as difficulties in chewing, swallowing, speaking difficulties and salivary control usually follow treatment of oral cancer. Extensive re-constructive surgery involving skin and bone grafts as well as implanting synthetic materials are commonly used. Social service and

speech therapist become involved with the patient and family to help them adjust to a new lifestyle and train them for new jobs.

The prospects for a normal life after oral cancer are bleak. With long term users the potential for cancer increases 50 times. If you continue to dip, the chances for cancer are high. Each day you wait, they become greater.

There is much more detailed information available on the horror of oral cancer. We have included only a very small amount of information on the health risk to confront you with the reality of your situation and the prospects for your future. This information should be considered carefully as you complete the next section, because the reality of the medical problems are an extreme disadvantage that your mind tries to make you overlook.

ADVANTAGES AND DISADVANTAGES OF DIPPING

You need to count the cost of continuing to dip or to quit. Let's look at the advantages and disadvantages of both. First look at continuing to remain the way you are. Write down on the next page as many advantages and disadvantages as possible.

ADVANTAGES OF DIPPING:

- Gives you pleasure
- Relaxes you
- Taste better than gum
- Something to do
- Macho image
- Easier to dip than to quit

- _____
- _____
- _____
- _____

DISADVANTAGES OF DIPPING:

- Dollar Cost**
- 1: \$500 - \$900 product cost
- 2: Insurance cost will go up
- 3: Gum disease will cost thousands
- 4: Cancer will cost tens of thousands
- 5: Tooth decay and dentist will cost thousands
- 6: _____

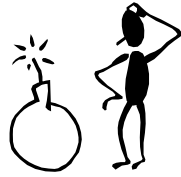


7: _____

8: _____

Health Issues

- 1: Gum disease
- 2: Face cancer
- 3: Throat cancer
- 4: Loss of teeth



5: _____

6: _____

7: _____

8: _____

Personal Issues

- 1: Lose of self-respect
- 2: Undisciplined life style
- 3: Poor outlook on life
- 4: Feelings of hopelessness
- 5: Humiliation

6: _____

7: _____

8: _____

ADVANTAGES AND DISADVANTAGES OF QUITTING

List all the advantages and disadvantages of quitting your addiction:

ADVANTAGES OF QUITTING:

- Sense of accomplishment
- Peace of mind
- Disciplined life style

DISADVANTAGES OF QUITTING:

- Too much extra money

COUNTING THE COST

Now let's count the cost. Weigh both sides of quitting and remaining addicted. What do you come up with? It's foolish to continue to dip, down right stupid! To gain freedom you must have a firm picture of your goal and what you are trying to accomplish. You must look reality in the face, until you become desperate to quit.

Desperation leads to action. Desperate action leads to freedom.

Continue to dwell on this issue until you have become firmly convinced, without a shadow of doubt, that breaking your addiction is the only chance you have to gain the type of lifestyle you desire.



Section 4

GETTING READY THE TOOLS FOR SUCCESS

1. Primary Choice
2. Continual Choice
3. Bacc-Off
4. Herbal drops

Life is a choice. Each day we make thousands of choices ranging from the clothes we wear to the words we speak. During the course of your life, you must make several large choices such as your vocation, education or where to live.

At some time in your life, you made the choice to take that first dip which forever changed your life. After that first dip, you chose to dip again and again until you became hooked.

THIS IS WHERE THE RUBBER MEETS THE ROAD!

It might be fun to think about being free, but at some point we have to get to work and grasp freedom. Each point in this section will in some way alter your life. After all, you are now in bondage seeking freedom. Now, we must perform some mental and physical surgery to cut those chains, which hold you. This is where we start.

STEP ONE: Choose to quit, now and forever.

You are going to have to make the choice not to dip. Your wife, mother or doctor can't make this choice for you; you alone must choose to quit. This choice comes in two forms:

1. **PRIMARY CHOICE** - I am going to stop.
2. **CONTINUOUS CHOICE** - I am not going to dip now.



The first, or primary choice, involves a concise decision to stop the process or act of dipping. You did not choose to get hooked, but now you must choose to quit. You must say, "Enough, I quit". (At this point you probably feel fear and apprehension at the reality of quitting, but keep on reading.)

This act of "choosing" is extremely important to obtain the freedom you desire. The **DIPSTOP** program can get you over the physical addiction with relative ease, and perhaps we can inspire you to stay off it for a period of time by giving you the mental and physical confidence to succeed, but you and you alone can make "the choice" to quit for good.

"The choice" will make the goal of freedom a reality. "The choice" provides the means and determination to succeed. "The choice" is a point in time within your mind that is an unmovable object of determination. It cannot be changed or redirected despite the circumstances that exist. Once you make "The choice" to stop, a choice that doesn't accept compromise, you will succeed and be free. Make the primary choice now and never look back. Looking back is a useless effort that will severely hinder your success and cause unneeded stress. You must choose to not waste time by looking back, after all dipping is no longer an option.

Now it is Time for a Secondary Choice

Once you have made the all-out decision to stop, you must make the secondary choice to "**not dip now.**" This is different from deciding never to touch the stuff again. As a human, when we are told we can't have something, we instantly want the object more than ever. However, for now you are going to choose not to dip at this time. It is your choice and the power is in your hand or mind to accept or reject this choice.

It is important to start concentrating on the moment. Don't look at the future. None of us can comprehend doing or not doing a task for years, or a lifetime. When you reduce it to a day, hour or even a moment, you can cope with the task at hand. You will have to choose many times "not to dip now."

At this point you may begin to panic. You may start to see the reality of losing your love. Your mind begins to turn and jump. The lies start to come at you like bullets in a war. Shoot back! One by one replace the lies with truth and speak the reality of truth to your mind. No, you are not going to die or fall apart or kill someone. Speak the truth and choose not to dip, again and again. Don't look back.

When the urge to dip hits you, stop for a moment and concentrate on the choice you made to stop. Concentrate on reality. You don't need it. Focus on your goal of freedom. Apply diligence and determination. You can make it.

Realize that in a few moments the urge will pass and you will be fine for awhile. When it comes again, refocus your choice again and again. Each time you resist the urge, you become stronger and the urge becomes weaker. The urge will disappear after a time. At first it won't appear possible for the urge to ease up, but it will. That's reality.

STEP TWO: You have made the all-important choice to succeed. Now let's help strengthen that mental goal.

We have already discussed the habit and the physical and mental aspects of your problem. Now let's begin to break part of the cycle. Most people have a particular brand or flavor of tobacco they prefer. The taste, feel and texture are pleasing and satisfying. You are in love with your dip. Now it's time to fall out of love.



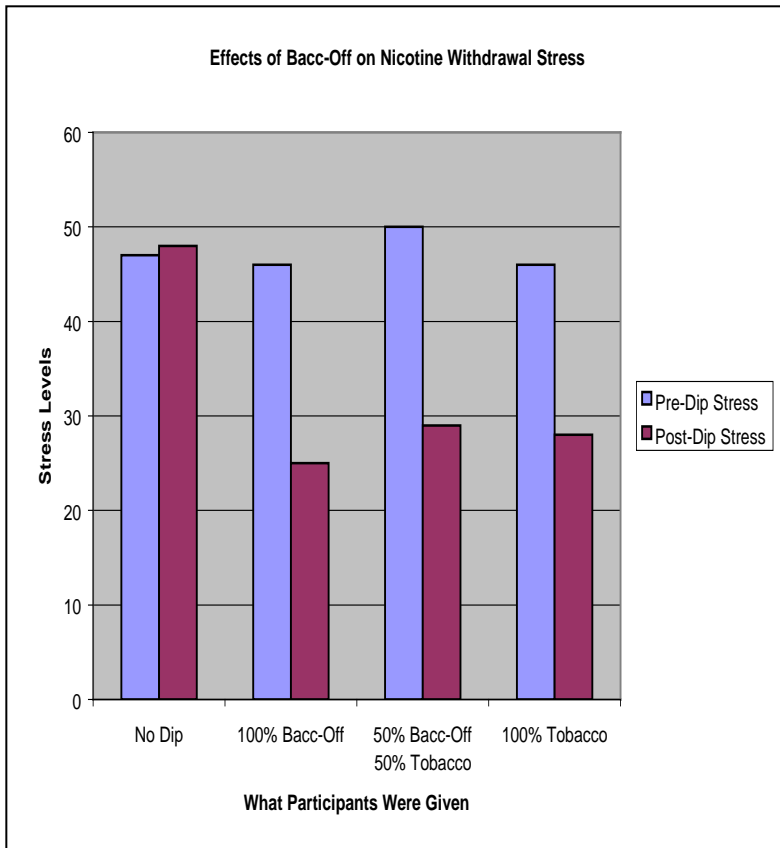
BACC-OFF YOUR TOOL FOR SUCCESS



Included in the DIPSTOP program is BACC-OFF our special non-tobacco dip. BACC-OFF is a natural non-tobacco product with a Wintergreen Straight or Mint flavor. All the ingredients are approved by the FDA. It contains no nicotine, so it is non-addictive, and its taste, feel and texture are similar to that of commercial smokeless tobacco. BACC-OFF is designed to relieve the symptoms of nicotine withdrawal and give you the relaxing pleasure of a good dip without the health risk.

BACC-OFF is truly an amazing product, one that is backed up by clinical studies.

Bacc-Off has been the focus of several University Studies. This Study was done by the University of Mississippi Department of Psychology and submitted to the American Psychological Association. This study revealed that stress levels were significantly lower when participants dipped 100% Bacc-Off. Even when the participants knew they were chewing 100% tobacco the stress levels were lower with Bacc-Off.

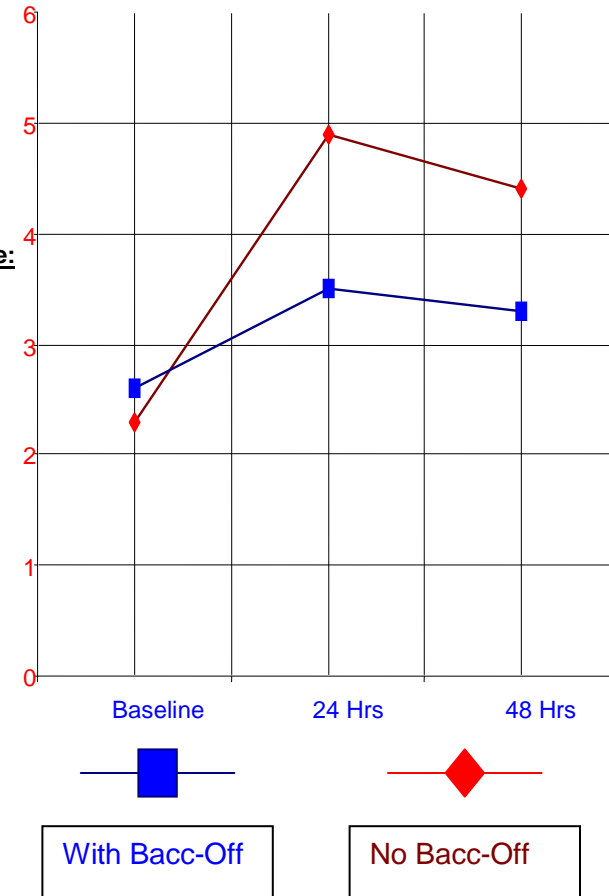


Another study was performed by Oklahoma State University Dept. of Psychology. Results showed that BACC-off significantly reduced nicotine withdrawal symptoms.

The study also reported that Bacc-Off produced equivalent taste, and texture responses in participants similar to smokeless tobacco and that it effectively reduced nicotine withdrawal.

Symptoms include:

Depression
 Insomnia
 Irritability
 Frustration
 Anxiety
 Restlessness
 Difficulty concentrating



Begin to use BACC-OFF on the day you throw your tobacco away. There should be enough for two weeks, which is more than enough to get you over the initial nicotine withdrawal. However you will need to reorder to complete the program. The importance of using BACC-OFF cannot be over-emphasized. It continued use is perhaps the single most important tool to beat your addiction. Clinical studies as well as years of experience have confirmed this.

You should use as much BACC-OFF as it takes. Don't try to reduce the amount of dip you are used to using. Initially you might even need to use more. One common mistake is to try to cut back on BACC-OFF too quickly. Don't worry, because BACC-OFF is non-addictive you will naturally adjust the amount you use. As you gradually increased your use of tobacco perhaps from one can a week to one can a day you will see a natural decline in your use of BACC-OFF. Chew as much as you want to.

BACC-OFF can be purchased locally across the nation. If you cannot find BACC-OFF where you live call our toll free number (800-866-2439) and we will try to direct you to a local outlet. If there is not a distributor in your area you can order additional cans through the same number. We should be able to ship within 48 hours.

When you begin to use BACC-OFF you might find that your gums become tender. You should not be alarmed. Your mouth is simply adjusting. You would find this to be true if you were changing to a new brand of tobacco. Your mouth will adjust in 2 or 3 weeks. Use the supply of toothpicks during this adjustment period. We have provided you with some flavored toothpicks to get you started. This will be more satisfying than gum and more convenient than some other food substitutes. Gum is sweet and works your jaw muscles until your mouth is tired. Eventually, you hate the constant taste of sweet. The toothpicks have just enough flavor to keep you satisfied, and just enough consistency to stimulate your mouth without making you tired. However, the wood will eventually splinter. When this happens, discard the pick and get a new one. Splinters can get between your teeth and gums and cause dental problems.

Let's face it. Toothpicks and BACC-OFF are not tobacco. Nothing will satisfy you like tobacco... for now, but they work. They will get you over the initial waves of craving and see you into freedom.

HOW LONG DO I USE BACC-OFF?

Because BACC-OFF is non-addictive you can chew when you want to, not because you have to. BACC-OFF gives you control not only of what you chew but when you chew.

One aspect of your addiction is simply the desire to have something to do while engaging in certain activities. We have discovered that many people, for this reason alone, will return to dipping tobacco long after they beat nicotine addiction. We developed BACC-OFF because we know you enjoy chewing. BACC-OFF is not tobacco and will not do away with your desire for nicotine but it will ease the mental and emotional aspects of changing your chewing habits.

Use BACC-OFF just like you would tobacco especially during the initial steps, but continue to use it when you feel the urge to have something in your mouth long after the need for nicotine is gone. You should always have a supply of BACC-OFF around the first year. We will discuss the vast importance of this later in the program. The shelf life of BACC-OFF exceeds

a year. You do not need to put it in the freezer. It is important to remember that using BACC-OFF is breaking tobacco addiction. When you are using BACC-OFF you are not using tobacco. Relax and enjoy this wonderful tool.

DIPSTOP NICO-FREE PLUS

The program includes a supply of the DIPSTOP NICO-FREE PLUS herbal drops. This herb has long been used to relax the nerves, relieve pain and purge the poison of nicotine from the blood. It is used in the treatment of drug addictions, and as a stop smoking aid. The symptoms relieved are irritability, panic, cravings, muscle tension, and stress. It will help you to relax and give you the confidence to get the nicotine out of your system. Recall that it only takes three days to remove the nicotine from your body. The herb will get you over this cleansing period with remarkable effectiveness.

If you are one who tends to scoff at the use of herbs to relieve the symptoms of withdrawal, keep in mind that the tobacco to which you are so deeply addicted is also an herb, which happens to contain nicotine. Many of the modern drugs are derived from natural plants known as herbs. The **herb you will be taking is very powerful and effective, so do not discount the help that it provides.**

The day you throw your tobacco away, start taking the herbal drops, and continue to use it until it is completely gone. Use 8 to 12 drops in liquid or by direct ingestion, as necessary up to 4 times a day. The FDA classifies the active ingredient Lobelia as potentially toxic in large quantities so do not take it more than 4 times a day.

You will probably be surprised how easy the first week will be compared to quitting without any help.

Note:



As of late a number of drugs are now being used to relieve the symptoms of nicotine withdrawal. You might want to discuss with your physician the possibility of being given a prescription.

STEP THREE:



It's time to stop your addiction. You have been waiting for this day for years, and now is the time for celebration. Take all tobacco and throw it away. As you get rid of it, remember your list of all the terrible things this substance has done to you. It has cost you your money, health and self-respect. This is not a terrible moment, but the beginning of freedom! Don't look back.

STEP FOUR: With all the tools you have learned and are beginning to practice, you must have DETERMINATION. At this moment you are probably saying "but I don't have any willpower." Recognize that phrase for what it is: A LIE. You have willpower and determination. They haven't been used much for awhile, but they're there.

You must apply determination to obtain the goal of freedom. Once you choose to quit, never look back. Remember that desperation leads to action. Action combined with determination insures success.

Perfect your method of choosing, focusing and concentrating for this tool will be with you for the rest of your life. It will help you in many other areas.

STEP FIVE: There is a story in the Bible that tells how a man, who was possessed with demons, was finally freed from them. After the demons left, the man did not fill his mind with something of value. He left it empty. The demons came back, and finding that the man had not changed, entered into his mind with even stronger force than before. Your addiction is your demon. You must find a good practice to replace the old habit.

SOME GOOD LONG TERM PRACTICES TO CONSIDER:

- A. Take the money you save by quitting and:
 - 1. Give it to the church.
 - 2. Give it to a good cause.
 - 3. Put the money in a jar or savings account.
- B. Share your success with others in a similar situation.
- C. Teach others how to be free of their addictions.

HIGHLIGHTS:

PRIMARY CHOICE- A single monumental decision to stop once and for all. An immovable contract.

CONTINUOUS CHOICES- Many small decisions made when the urge to fail arises.

DETERMINATION- The will to survive. The desire to quit. Never looks back. Never says die.

FOCUS- Concentrates on the "business of quitting." Doesn't let in interference.

BACC-OFF - Non-Tobacco snuff. Non addictive. The most important long term tool for breaking tobacco addiction. Chew when you want to not because you have to.

DIPSTOP NICO-FREE PLUS HERBAL DROPS- Relaxes, relieves stress, cleans blood. Take as directed until gone.

TOOTHPICKS - Use as an alternate to gum and during your adjustment to BACC-OFF. Throw away when it splinters.

Section 5 STEPS FOR SUCCESS

In this section you will receive an outline of the step you will take each day during the first five months. Use it daily.

Read the complete book several times. Highlight concepts or thoughts that speak to you. Count the cost. (make sure to write your own ideas) Make sure you understand the choice concept, and have it set in concrete in your mind. Choose to never look back. Listen carefully to your "Self Talk" and understand it. Set your goals, and sharpen your focus. Stop any lies that your "Self Talk" may present. If you have a partner, make sure this person has read this material and is ready to help you. Make sure you have thrown away all your tobacco. Check off the following list each day when completed.



DAY ONE:

- .. **Start your day by reviewing the manual.**
- .. **Don't panic, speak truth, and relax.**
- .. **Reaffirm your choice to stop. Don't look back.**
- .. **Choose not to dip for the moment.**
- .. **Make sure all tobacco has been thrown away.**
- .. **Choose not to take a dip even if you find a lost can.**
- .. **Make sure you have taken the DIPSTOP herb.**
- .. **Use as much BACC-OFF as you want.**
- .. **Eat well, but don't over eat.**
- .. **Use your toothpicks as needed.**
- .. **Stay focused.**
- .. **Talk with your partner and share how it's going.**



DAY TWO:

- .. **Congratulate yourself for day one.**
- .. **Take the DIPSTOP herb without fail.**
- .. **Each morning review and affirm your choice.**
- .. **Focus on your goal. Don't look back.**
- .. **When the waves (lies and panic) come, relax and choose for the moment.**
- .. **Use as much BACC-OFF as you want.**
- .. **Use the toothpicks.**
- .. **Check off day one.**
- .. **Consult with your partner.**



DAY THREE:

- .. After today the nicotine is gone. (Things will get easier!)
- .. Have time alone to reaffirm goals.
- .. Look only at the moment, not the future, and don't look back.
- .. Take the DIPSTOP herb.
- .. Relax and let your confidence build.
- .. Use the toothpicks.
- .. Use as much BACC-OFF as you want.
- .. Share with your partner.



DAY FOUR THROUGH SEVEN:

- .. It's downhill now. (Congratulations!)
- .. Look only at the moment.
- .. Take the DIPSTOP herb.
- .. Use as much BACC-OFF as you want.
- .. Use the toothpicks. Choose daily and moment to moment. Never look back.
- .. Note: If you see that you need more BACC-OFF call us immediately.

WEEK TWO:

This week begins a transition time in your battle. You have purified your body of the nicotine. This is no longer a factor in your addiction. You have proven that you are able to put it down for a period of time. You should be proud, but not haughty. Pride comes before the fall. If you begin to think that you can have just one dip and be ok, you will fall hard. Do not let your guard down for a minute. Your addiction is still real. The habit is not broken yet. The waves are still there, but you are in control. All that is left is to break the mental addiction. Then you are free. This is a critical week for your freedom. Be careful to follow all instructions with diligent effort. Never look back.

- .. Review goals daily.
- .. Reaffirm your choice.
- .. Stay focused and never look back.
- .. Continue to choose not to dip now.
- .. Listen to "Self Talk" and shoot down any lies.
- .. Notice that the waves are fewer.
- .. Use as much BACC-OFF as you want.



- .. Use the toothpicks.
- .. Gum may be used sparingly.

WEEKS THREE AND FOUR:

You are fast approaching freedom and should be seeing some major changes taking place. Although you still want tobacco, you want it less. You do not feel the burning need for a dip. The waves are coming further apart and with less intensity. You have a sense of accomplishment and pride. For the first time in a long while, you have hope that you are going to be free. You will! You should dwell on the success of your hard work and realize that it is all downhill now.

Healing your body and your mind takes much time. The average time for breaking a habit is four to five months. This is what you are looking at. Be patient and continue to look day to day. Keep up the good work. Never let your guard down.

- .. Listen to your "Self Talk" and notice the changes.
- .. Continue to choose not to dip.
- .. Begin to settle in to your alternative Use as much BACC-OFF as you want.
- .. Begin to set new goals.
- .. Never look back to the past.

MONTH TWO:

You have now made it through one month. This is a major accomplishment as I am sure you realize. However, you are not there yet. You now see some real changes in your attitude and outlook. By this time, you can visualize your freedom, but at the same time you may still want to have a dip. The battle is not raging as it once was, but it is still there. This is normal and may last for one more month.

During month two you must not let your guard down. You are not there yet. Apply good old determination to all your efforts. Focus on your primary choice and reaffirm that dipping is no longer an option. Look back to the success of the last month. Draw strength and confidence from your accomplishment. Look forwards to the hope of the future and visualize the goal of freedom.

MONTH THREE: THE MOST DANGEROUS MONTH!



Somewhere in during this time frame you will face the second most difficult challenge next to nicotine withdrawal. You heard right. By now you think you have beat your addiction but we have found from listening to a number of people that it is during this time you can mess up. The temptation to dip is going to re-surface in a powerful way. The good news is that it will last only a few days. Most people who have confirmed this, report that if you can hold on the strong urge to dip is short lived.

Triggers

The reason this occurs is due to "triggers". A trigger is an event that "triggers" a desire to dip. These triggers can be daily or seasonal. You struggled with daily triggers during the initial weeks of withdrawal. The first thing in the morning, after you eat, going to work, when you go fishing or engage in an outdoor activity are examples of day to day events that trigger the desire to dip. But triggers are also seasonal. Hunting season, fishing season, the coming of spring summer fall or winter, a vacation, are events that can trigger the desire to dip. A seasonal trigger will occur every three months.

Pride is the second problem. You are coming off the 2nd month high where your desire to dip was well under control. But somewhere during the third month something will trigger the desire to dip. Your self-talk will say something like this. "I can handle this, I haven't dipped for two months. I will buy just one can to get me through this outing with the boys (you fill in the blank). When you listen to this lie you will mess up big time. One dip can send you right back to day one all over again. The Bible says rightly, "Pride comes before the fall".

Lets take some time and record some of your triggers on the next page. List daily events, which trigger a desire to dip. Then list several seasonal triggers.

Daily events which trigger my desire to dip:

- First thing in the morning
- After I eat
- On the job



- _____
- _____
- _____
- _____
- _____

SEASONAL EVENTS WHICH TRIGGER MY DESIRE TO DIP:

- Fishing/Hunting season
- The first cool day of Fall
- Yearly outing with my friends.

- _____
- _____
- _____
- _____
- _____
- _____
- _____

You should be prepared for this fresh attack. This is the reason you should keep a supply of BACC-OFF with you at all times. When an event triggers the desire to dip, recognize it for what it is and don't listen to the lies fostered by your pride. Speak the truth, listen to it, and use BACC-OFF. Successful people have reported that having that can of Bacc-Off around enabled them to beat the urge.

Month Three through Five

After you get through this crisis sometime in the 3rd month, you will notice that the desire for a dip is fading and almost gone. There will be times that you will still want a dip, but your sense of accomplishment, and the success of reaching your goal will overwhelm the desire to dip. The only danger now is pride. If you think that you can get just one dip out of a friends can and then leave it, you are wrong and within one week will destroy all the hard work of the past months. Do not look back. Never let your guard down. It's not worth it.

You have given much pain and effort to get to this point. You are very proud of the freedom you now have. Share your success with others. We at DIPSTOP are proud of you because we know what you have been through.



SECTION 6 IF YOU STUMBLE

Because you are human, the potential for failure exists. We are imperfect people living in an imperfect world. A majority of the people using this program will never need this section because they will succeed. There will be a few who fail temporarily, and some that never taste success. If you stumble, the guidelines in this section can pick you back up, and you can still experience the freedom you desire.

BE PREPARED FOR BATTLE

A good soldier in a battle will take orders and attack without regard for his life. Even though he is beaten back by the enemy, he will regroup and attack at the earliest possible moment. You are in a war. The war is to regain ground lost to your addiction. This ground is freedom, self-respect, health and happiness. A good soldier never gives up; he attacks again and again until he succeeds, or until he can no longer attack.

If you fall you must get up, regroup and attack immediately. Those who fall and never get up are defeated and loose the war.

First, forgive yourself. The battle is not lost because you are not defeated yet. You have had a temporary setback, but it's not the end of the world. This problem can be overcome, but first you must clear your mind by forgiving yourself.

Do not procrastinate. You must act now. Throw the tobacco away! Get rid of it! Dump it on the ground!

Read this manual through again and reaffirm your conviction to quit. Review the initial choices you made and make the choice to quit now.



Listen to your "Self Talk" and identify the lies.

Focus on reality and truth, not lies.

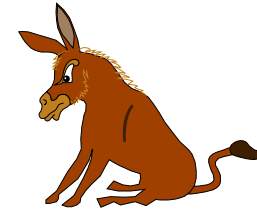
You must not hesitate. Instantly, begin again. To have a chance of success, you can not procrastinate. Define your goals and go after them. You don't have time to waste. Do it now.

Don't give up. To give up is to fail. If you continue to fail, you will be defeated. Never give up. Just do it.

DON'T REBEL

You know that you will quit one day, and each time you rebel against your desire to quit you make it harder the next time. Try to see the lies with which your mind is tricking you, and replace those lies with truth.

Be free by choice. Only you can choose to quit. Only you can maintain your freedom. Only you can save your life. It's your choice. Choose freedom!



SECTION 7 PARTNERSHIP



In almost all rehabilitation programs, counseling or discussion groups play a major role in success. For you, going to a group is not possible or desirable so we have developed an alternative.

You should contact a person whom you consider a friend. One that you can talk to, one who is familiar with your habit and has a desire for you to quit. This person may be your wife, girlfriend, brother or just a friend. The only requirement for this person is that they want the best for you, and that they will give their best to help you quit and be successful.

This section is optional but we sincerely hope that you can find a partner to work with and help you through at least the first month.

FOR THE PARTNER

You should feel privileged to be asked to be apart of this freedom operation. It is a responsibility given only to a true friend, and it involves some work. It's worth it. I am going to list your responsibilities in short form for your review.

1: HAVE KNOWLEDGE: Read completely through this manual until you feel comfortable with the material. Be able to discuss various concepts and relate them to your partner.

2: BE AN ENCOURAGER: Believe in the person even though he may have failed many times before. Express your encouragement often and freely.

3: NEVER JUDGE: Your place is not to decide right or wrong, hard or easy, but to be available in a time of need.

4: BE A LISTENER: Don't try to give a lot of suggestions or make too many comments but rather refer back to the manual. Reinforce the concepts of the manual.

5: NEVER DICTATE: Your job is to reinforce positive aspects of the program and encourage success. Never criticize, lecture or reprimand your partner. It's not your job.

6: BE PATIENT: When you commit to this task realize that your services may be needed for some time. If your partner fails, begin to encourage without dictating, but keep in mind that the choice to quit depends on him not you.

PARTNER'S CONTRACT

I _____ do hereby proclaim my continual support of _____ for as many days or months as he may need me.

I commit to him to make myself available to encourage, support, talk with and stand by at any time I am needed.

I realize the power of this addiction and confirm that I have read through this manual and understand the problems related to this addiction. I also understand that I cannot choose to stop this addiction for him, but my role is that of a listener and encourager, not a judge or dictator.

I make myself available at any reasonable time to review this material or to talk about his feelings or problems without any condemnation involved. I will also help him to complete the daily checklist if he so desires.



COMMITMENT CONTRACT



I, (name) _____, hereby declare that on (date) _____ of (year) _____, I choose to begin my walk to freedom and focus all my efforts on breaking this addiction.

I understand that it is ultimately my choice to quit and remain free from this addiction. No one can make this choice for me. I also know that I must continue to choose to remain free for the rest of my life, and this responsibility rests solely with me.

I realize that my success depends on following the DIPSTOP program in its entirety and focusing all my efforts on each section every day for some period of time.

I confirm that I have read this manual and understand its contents as it applies to me and my situation.

I have completed each section giving much thought to its contents. I see and understand the role that my mind and its lies play in this addiction.

I understand that breaking this addiction will be a war for a short period of time, and that I will have to focus all my attention on winning this war.

I am choosing to complete each phase of this program in a timely manner without procrastination and will continue to deal with problems as soon as they arise.

THE DIPSTOP GUARANTEE

There are many easy quit programs for smokers on the market today. This is the only program we know of that has tackled the tough issue of addiction for "smokeless tobacco" users. Nicotine addiction in itself is difficult to overcome, but the "smokeless tobacco" habit is by far the most difficult.

This is due to the length of time that a chew can last and the high levels of nicotine involved.

DIPSTOP has tried to put together a program that will give you the very best chance of becoming free from this habit. We never said it would be quick or easy. We know that ultimately the choice is up to you. If we could force you to quit we would, but all we can do is provide you with the tools for success and hope you succeed.

We ask that before returning this material, you give 100% effort to studying, thinking about, and applying with diligence and perseverance, the steps and concepts of this program. Then, if you feel we have failed to provide you with a viable program to change your life, return the package, with all materials included, within 30 days for a full refund of the product price. We also ask that you include a letter stating the reason or reasons that you were not satisfied with your purchase.

