

*Less Cigarette —
More Breath of Freshness*



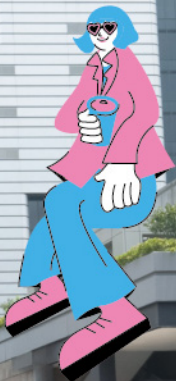
*Say No to Tobacco
I'm More Beautiful*



Life gets busy—so why not take a moment to breathe healthier?

Cigarettes, heated tobacco, e-cigarettes, hookah, cigars... none of them belong in your life.

Saying no to tobacco is how beauty, health, and confidence show up together—stronger than ever.



Let Confidence Be Your Most Radiant Makeup

Your smile and your strength shine brighter than any cosmetic. Quitting smoking isn't just saying no to a cigarette—it's choosing a lifestyle that's healthier, more confident, and truly radiant. True beauty comes from feeling good in your body and at peace in your mind.

Smoking doesn't just harm your health but also quietly steal your glow. It speeds up skin aging, disrupts your physiological function, and dims your personal charm. According to the International Agency for Research on Cancer (IARC), tobacco smoke contains over 70 carcinogens that pose serious risks to women's physical and mental well-being.

From now on, replace tobacco smoke by self-confidence. Let your choices reflect your true beauty. Be bold and be the face of tobacco-free fashion.





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One Cigarette Can Undo All Your Skincare Efforts

Appearance ✕ ***Health*** ✕ ***Cancer Risk***



***Skin aging gets 2 times faster :
Youth is vulnerable to tobacco.***

Smoking breaks down collagen and elastin, causing sagging, dullness, and fine lines to appear earlier. Nicotine restricts blood flow, reducing oxygen and skin repair—making your skincare routine less effective. Over time, wrinkles and dullness build up fast, and premature aging sets in.

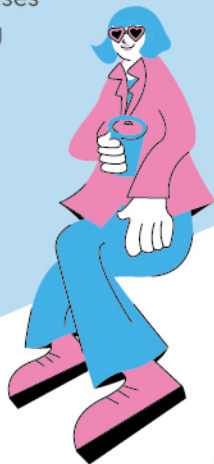
***2—3 times higher risk of yellow teeth and bad breath:
Smiles lose their charm***

Tar and nicotine stain your teeth and increase the risk of gum disease and bad breath. Smokers are 2 to 3 times more likely to develop oral health problems than non-smokers. This doesn't just dull your appearance—it damages your confidence, dims your smile, and weakens your social charm.



Over 2 times higher risk of cervical cancer: Health breakdown

Tobacco doesn't just affect your appearance—it disrupts hormone balance, weakens immunity, and puts your reproductive health at risk. Carcinogens in nicotine and tobacco smoke lower your body's defenses and raise the chances of the infection of HPV turning into cancer.



93 carcinogens in tobacco: Erode the root of beauty and health

One cigarette contains over 7,000 chemicals—93 of them are known carcinogens. Long-term exposure can disrupt hormone balance, worsen skin condition, weaken bones, and even trigger early menopause. It's not just smoke—it's a slow erosion of your health and radiance.



Are New Tobacco Products Really Safer?

Let's Bust the Myths About "Safer" Tobacco Alternatives



***Heated tobacco produces less smoke
—so it's safer?***

Heated tobacco still contains nicotine and harmful chemicals like acetaldehyde, acrolein, and formaldehyde. Many people become double user of both heated and traditional cigarettes—more often and more dependently. The double use increases nicotine addiction and makes quitting even harder.



***Fruity or minty flavors make it smell better
—so it must have less nicotine?***

Sweet scents like fruit or mint don't reduce nicotine levels or make tobacco safer. They're added to mask the harsh taste of tobacco and appeal to younger users. Studies show that flavoring agents like vanillin, when heated, can release toxic chemicals such as benzene, naphthalene, and anthracene—all potential carcinogens.



The “Vitamin Stick” is just vapor—so it’s harmless?

Think again. No matter how trendy the name sounds, it’s still an e-cigarette. These products contain nicotine, formaldehyde, and heavy metals that can irritate your airways, trigger allergies, and inflame your lungs. Some shady manufacturers even add illegal substances to the vape liquid. EU tests found over 41 harmful chemicals in e-cigarettes. It’s not refreshing—it’s risky.



People say heated tobacco and e-cigarettes are less harmful—can they really help you quit smoking?

Heated tobacco still contains nicotine, formaldehyde, and acetaldehyde—known carcinogens that pose serious health risks. It may even release additional harmful substances, increasing risk of nicotine intake. E-cigarettes have been found to contain over 164 toxic chemicals that can damage your brain, heart, lungs, liver, and kidneys. They’re linked to higher risks of mental illness, diabetes, and severe COVID-19. Vape liquids often include propylene glycol, glycerin, nicotine, and flavorings. When heated, they release irritants like formaldehyde and acetaldehyde. Even without nicotine, they still can trigger coughing, chest pain, and bronchitis. Some ingredients may even harm your kidneys and liver. Taiwan’s Ministry of Health and Welfare found that nearly 80% of vape liquids still contain nicotine.



Under the Tobacco Hazards Prevention Act, the manufacture, import, sale, supply, display, advertising, promotion, and use of e-cigarettes and similar tobacco products are strictly prohibited. All above behavior is all illegal. New types of tobacco products—such as heated tobacco—are also strictly regulated. Without approval from the Central Competent Authority, the manufacture, import, sale, and use are all illegal.

Release Your Emotions— But Keep Your Beauty Tobacco-Free



Why people smoke : Stress, Habits and Emotional

Why do people turn to smoking under stress?

Many people start smoking to cope with emotional stress and burden social character—such as anxiety, family expectation, work fatigue, loneliness, identity struggles, and social demand. But what feels like a quick stress escape often becomes a gateway to long-term health risks.

Can tobacco really help relieve stress? It's just a trick on your brain.

That fleeting sense of relief comes from nicotine briefly triggering the brain to secrete dopamine—a chemical that speeds up your heartbeat, raises blood pressure, and stirs emotional swings. It's not true relaxation. Real relief happens when your body and mind unwind together—through sport, deep breathing, music, meditation, or simply writing out your worries.

Is smoking cessation very difficult?

It's not if you seek for professional assistance! The Taipei City Government's Department of Health, in collaboration with the Health Promotion Administration and contracted smoking cessation clinics, offers a wide range of free and convenient services—including medication, counseling, and a toll-free quitline. For details, visit the Tobacco Control Section of the Department of Health, Taipei City Government.

Tobacco-free, is a Lifestyle of Beauty



Sight

Shine without smoking:

Healthy skin and glowing makeup are the best foundation.

Breathe in Freshness:

Leave smoke behind and let clean air and gentle scents calm your mood.

Smell

Hearing

Let Rhythm Set You Free:

Ease tension with music—not nicotine. Let melodies carry your calm.

Move Body to Release:

Stretch, breathe, and feel your body unwind—no cigarette in hand to bring real relief.

Touch

Taste

Freshness at Your Fingertips:

Keep sugar-free gum or mints on hand. They not only freshen your breath but also offer a quick alternative to help you stay tobacco-free with confidence.

Tobacco-Free Ambassador Mr. Tai Chih-Yuan Speaks to You

- You're stunning already—why let nicotine steal the spotlight? That storyline's way too outdated.
- Another smoky entrance? So extra. Natural beauty leaves the deepest impression.
- Your natural glow makes even the air want to linger—why cloud it up and confuse the crowd?

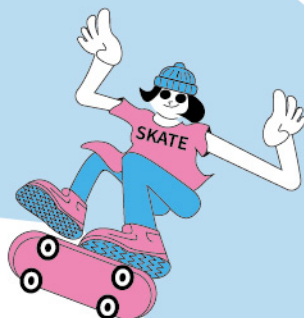




- Beauty doesn't need smoke and mystery —it's the look of breathing freely.
- True radiance doesn't need smoke to shine—it comes from yourself.
- No heavy make-up needed—true beauty comes from your mindset and how you live.
- Taking care of your beauty doesn't need nicotine to prove it.
- No need to rely on tobacco to soothe emotions—real beauty comes from health and empowered choices.

**Health Promotion Administration,
Ministry of Health and Welfare**

Free Quit Smoking Helpline: 0800-636363



- **Service Hours:** Monday to Saturday,
9:00 AM – 9:00 PM (Closed on Sundays and during Lunar
New Year. Open on public holidays.)
- **How to Access:** Call toll-free 0800-63-63-63 by using mobile,
local calls, public, or internet phones. You can also consult via LINE
(ID: @tsh0800636363).
- **Service Content:** Professional counseling for smoking cessation.
- **Who Can Use It:** Smokers, smokers family and relatives, or anyone
seeking information about smoking cessation, etc.

**Contracted Institutions
for Smoking Cessation :**



臺北市政府衛生局
Department of Health, Taipei City Government



財團法人台灣癌症基金會
FORMOSA CANCER FOUNDATION