

'The Allen Carr method is one of the best-evidenced methods of quitting an addiction'

CHRIS VAN TULLEKEN



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‘I reckon this method is as close to fool proof as it gets, so don’t bank on having to get your refund under the money back guarantee’ *Time Out*

‘The Allen Carr method is totally unique in its approach to stopping smoking. We are convinced that this is the way forward for a non-smoking future’ *GQ Magazine*

‘If you are one of those folk single-handedly keeping your local tobacconist in business, but want to ditch the demon weed, this is for you’ *OK! Magazine*

What established professionals and medical practitioners say about the Allen Carr method:

‘I have no hesitation in supporting Allen Carr’s work in helping smokers quit. Many quitting clinics use some of his techniques, but it would appear few do so in quite such a successful package’ *A personal view from Professor Judith Mackay, MBE, Director, Asian Consultancy on Tobacco Control and World Health Organisation Expert, Advisory Panel on Tobacco and Health*

‘It is a remarkable fact that Allen Carr, on his own admission a nonprofessional in behaviour modification, should have succeeded where countless psychologists and psychiatrists holding postgraduate qualifications have failed, in formulating a SIMPLE and EFFECTIVE way to stop smoking’ *Dr William Green, Head of the Psychiatric Department, Matilda Hospital, Hong Kong*

‘I was really impressed by the method. In spite of Allen Carr’s success and fame, there were no gimmicks and the professional approach was something a GP could readily respect. I would be happy to give a medical endorsement of the method to anyone’ *Dr P. M. Bray*

‘I have observed the Allen Carr method, “The Easy Way to Stop Smoking”, at first hand on several occasions. I have found it to be very successful. I wholeheartedly support it as an effective way to stop smoking’ *Dr Anil Visram, B.Sc., MBBCh, FRCA, Consultant, The Royal Hospitals NHS Trust, Royal London Hospital, UK*

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ABOUT THE AUTHOR

The common thread running through Allen Carr's work is the removal of fear. Indeed, his genius lies in eliminating the phobias and anxieties which prevent people from being able to enjoy life to the full, as his bestselling books *Allen Carr's Easy Way to Stop Smoking*, *The Only Way to Stop Smoking Permanently*, *Allen Carr's Easyweigh to Lose Weight*, *Allen Carr's Easyway To Control Alcohol*, *How to Stop Your Child Smoking*, and *The Easy Way to Enjoy Flying*, vividly demonstrate.

A successful accountant, Allen Carr's hundred-cigarettes-a-day addiction was driving him to despair until, in 1983, after countless failed attempts to quit, he finally discovered what the world had been waiting for: an Easy Way to Stop Smoking. Together with Robin Hayley and John Dicey, respectively Chairman and Managing Director of Allen Carr's Carr's Easyway Worldwide, he went on to build a network of clinics that span the globe and have a phenomenal reputation for success in helping smokers to quit and a global publishing programme. His books have been published in over thirty-six different languages in over fifty different countries and DVD, audio, app, video game and webcast versions of his method are also available. Allen entrusted his method to his team and gave them responsibility for his lasting legacy.

Hundreds of thousands of people have attended Allen Carr's Easyway clinics where, with a success rate of over 90 per cent, they guarantee that you will find it easy to quit smoking or your money back. A full list of clinics appears in the back of this book. Should you require any assistance do not hesitate to contact your nearest clinic.

Weight-control and alcohol sessions are now offered at a selection of these clinics. A full corporate service is also available enabling companies to implement stop smoking programmes in the workplace simply and effectively.

All correspondence and enquiries about Allen Carr's EASY-WAY books, DVDs, audios, apps, video games and webcasts should be addressed to the London Head Office and Clinic listed at the back of this book.

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Allen Carr's Easy Way to Stop Smoking

*Be a happy non-smoker
for the rest of your life*

Sixth Edition



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Penguin Random House UK,
One Embassy Gardens, 8 Viaduct Gardens, London SW11 7BW
penguin.co.uk



Penguin
Random House
UK

First published privately, under the title *The Easy Way to Stop Smoking*, by Allen Carr 1985
Published in Penguin Books 1987
Reissued in this edition 2026

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Set in Monotype Fournier
Printed and bound in Great Britain by Clays Ltd, Elcograf S.p.A.

The authorized representative in the EEA is Penguin Random House Ireland,
Morrison Chambers, 32 Nassau Street, Dublin D02 YH68

A CIP catalogue record for this book is available from the British Library

ISBN: 978-1-405-98487-4

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To the smokers I have failed to cure,
I hope it will help them to get free

Also to Sid Sutton

But most of all to Joyce

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Foreword

**by Robin Hayley, MA (Oxon), MBA, MAACTI,
Executive Chairman, Allen Carr's Easyway
(International) Ltd**

On an otherwise unremarkable afternoon in April 1989, something extraordinary happened. I was a heavy smoker. I knew it was killing me, costing me a fortune and worst of all, controlling my life. I'd tried to quit before using willpower, nicotine gum and various other gimmicks but I was always miserable and invariably started smoking again. I was terrified that I would never be able to enjoy meals, drinks or social occasions again and that I wouldn't be able to cope with stress without a cigarette. I also dreaded the trauma I'd suffered on my previous failed attempts and feared I could never get free from the craving.

So, as I rang the bell at Allen Carr's unassuming home in the London suburb of Raynes Park, I wasn't particularly hopeful. However, my older brother, a chain-smoker whose failed attempts to quit I had witnessed for years, had attended a session there and claimed he found it easy to stop and didn't miss it at all. Then half a dozen other 'hopeless' smokers I knew said the same, and I began to think there might be hope for me. Plus, since there was a money-back guarantee, I thought: 'What have I got to lose?'

The five hours I spent with Allen Carr and a group of smokers over twenty years ago changed my life. I entered that

session as a smoker who panicked without two packets on hand, convinced that I would have to give up one of life's pleasures and was doomed to feel permanently miserable and deprived. I couldn't imagine how I was going to deal with stress or live my life fully without cigarettes. However, I left with no need or desire to smoke. I suffered no withdrawal pangs. Like my brother and friends, I found it easy to stop. It took no willpower. I immediately started enjoying social occasions more and handling stress better, just as Allen had predicted. There was no feeling of deprivation; instead, I felt huge relief and utter elation that I was free. What's more, like the others, I didn't even gain weight. It was extraordinary.

I realized immediately that Allen Carr had devised a method that could help millions of smokers quit easily. I wrote to him asking if I could join him in his mission and was fortunate to be accepted. Allen trained me as a therapist and together we opened the second clinic in Birmingham. Soon after, I became Managing Director of a company formed to share the method worldwide and my vision of a global organization began to become a reality. Today, around half a million people have visited our clinics in more than fifty countries all over the world.

First published in 1985, *The Easy Way to Stop Smoking* remains a global bestseller forty years on and has been published in over forty-five languages. It is by far the most successful publication in the history of smoking cessation, with more than 25 million copies sold and an estimated 50 million readers. This phenomenal success has been achieved not through advertizing or marketing but by word of mouth from the millions of happy ex-smokers who've quit with the method. Allen Carr's Easyway has spread all over the world for one reason alone: BECAUSE IT WORKS.

Much has changed since the book was first published. Language, cultural references, celebrity clients, smoking bans in public spaces and the emergence of e-cigarettes or vapes. But one thing hasn't changed: the power of Allen's method. It still delivers the same life-changing results, allowing nicotine addicts to break free without willpower, suffering or weight gain.

Scientific Recognition

And now, the scientific establishment has confirmed that the method is clinically proven. It is the first and only drug-free, non-pharmaceutical brand ever to be recommended by the UK's National Institute for Health and Care Excellence (NICE) for smoking cessation since its founding in 1999. A truly extraordinary achievement. NICE has recommended it be made available to all smokers, recognizing its effectiveness and cost-saving benefits to the NHS. Allen Carr's Easyway is now available on the NHS in the UK, is accepted by the Belgian government, is a partner with the World Health Organisation (one of only seven external companies including Google, Amazon and Johnson & Johnson) and has won prestigious health awards in the UK and Germany.

Allen Carr's Easyway Resolves the Core Problem – Nicotine Addiction

Since *The Easy Way to Stop Smoking* was first published, nicotine delivery systems have multiplied. E-cigarettes, vaping and smokeless tobacco products like snus have become widely used, often marketed as 'safer' alternatives to smoking. But while the delivery method may be different, the addiction is the same. Allen Carr's method is just as effective for vape and

nicotine pouch users as it is for cigarette smokers. So, when you see references to smoking throughout this book, remember: the same principles apply to all forms of nicotine addiction. Whether you vape, smoke or use snus, the key to quitting remains the same – understanding how the trap works and how to escape it effortlessly. You can find vape/e-cigarette specific Allen Carr’s Easyway material at www.AllenCarr.com.

For four decades, our mission has been to free the world from nicotine addiction. This title is the definitive guide to quitting nicotine, however you consume it.

You now have the key that will set you free.

Rob Hayley

Preface

Just suppose there were a magic method of stopping smoking which enables any smoker, *including you*, to quit:

- IMMEDIATELY
- PERMANENTLY
- WITHOUT NEEDING WILLPOWER
- WITHOUT SUFFERING WITHDRAWAL SYMPTOMS
- WITHOUT PUTTING ON WEIGHT
- WITHOUT SHOCK TACTICS, PILLS, PATCHES OR OTHER GIMMICKS

Let's further suppose that:

- THERE IS NO INITIAL PERIOD OF FEELING DEPRIVED OR MISERABLE
- YOU IMMEDIATELY ENJOY SOCIAL OCCASIONS MORE
- YOU FEEL MORE CONFIDENT AND BETTER EQUIPPED TO HANDLE STRESS
- YOU ARE BETTER ABLE TO CONCENTRATE

- YOU DON'T SPEND THE REST OF YOUR LIFE HAVING TO RESIST THE OCCASIONAL TEMPTATION TO LIGHT A CIGARETTE

and

- YOU NOT ONLY FIND IT EASY TO QUIT, BUT CAN ACTUALLY ENJOY THE PROCESS FROM THE MOMENT YOU EXTINGUISH THE LAST CIGARETTE

If there were such a magical method, would you use it?

Chances are you would. But of course you don't believe in magic. Neither do I. Nevertheless the method I describe above does exist. I call it EASYWAY. In fact it isn't magic, it just seems that way. It certainly seemed that way to me when I first discovered it and I know that many of the millions of ex-smokers who have successfully quit with the help of EASYWAY also view it in that light.

No doubt you still find my claims difficult to believe. Don't worry, I would regard you as somewhat naive if you just accepted them without proof. On the other hand do not make the mistake of dismissing them because you believe they are grossly exaggerated. In all probability you are only reading this book because of the recommendation of an ex-smoker who attended an Allen Carr's EASYWAY clinic, read this book or stopped by using another Allen Carr product. It doesn't matter whether you received the recommendation directly or via someone who loves you and is desperately worried that unless you quit, you won't be there to go on loving.

How does EASYWAY work? That is not easy to describe

briefly. Smokers arrive at our clinics in differing states of panic, convinced that they won't succeed and believing that even if by some miracle they do manage to quit, they will first have to endure an indeterminable period of abject misery, that social occasions will never be quite so enjoyable, that they will be less able to concentrate and cope with stress and that, although they might never smoke again, they will never be completely free and that for the rest of their lives they will have occasional yearnings to smoke a cigarette and will have to resist the temptation.

The majority of those smokers leave the clinics a few hours later already happy non-smokers. How do we achieve that miracle? You need to book an appointment at an Allen Carr's EASYWAY clinic to find out. However, what I can say is that most smokers expect us to achieve that objective by telling them of the terrible health risks that they run, that smoking is a filthy disgusting habit, that it costs them a fortune, and how stupid they are not to quit. No. We do not patronize them by telling them what they already know. These are the problems of being a smoker. They are not the problems of quitting. Smokers do not smoke for the reasons that they shouldn't smoke. In order to quit it is necessary to remove the reasons that we do smoke. EASYWAY addresses this problem. It removes the desire to smoke. Once the desire to smoke has been removed, the ex-smoker doesn't need to use willpower.

The EASYWAY method exists in the form of clinics, books, DVDs, audios, apps, video games and webcasts. In each case the method is the same, they are merely different vehicles to communicate it. Which vehicle should you use? It's a question of personal choice. Some people prefer reading books, others prefer watching DVDs. The clinics enjoy

such a high success rate that we are able to give a money-back guarantee. The fee varies according to location and if you are one of the 20 per cent who requires more than one visit, you can attend two follow-ups without further charge. We never give up on any smoker. And if you fail to stop smoking once the programme is completed, your fee will be refunded in full. On the basis of our money-back guarantee, the worldwide success rate at our clinics averages over 90 per cent.

Do not let any of the above detract from the value of this book. It is a complete course in itself and millions of smokers have quit easily simply by reading it. If you are in doubt, why not telephone your nearest clinic for further guidance. A list of clinics appears at the back of the book.

Warning

Perhaps you are somewhat apprehensive about reading this book. Perhaps, like the majority of smokers, the mere thought of stopping fills you with panic and although you have every intention of stopping one day, it is not today.

If you are expecting me to inform you of the terrible health risks that smokers run, that smokers spend a small fortune during their smoking lives, that it is a filthy, disgusting habit and that you are a stupid, spineless, weak-willed jellyfish, then I must disappoint you. Those tactics never helped me to quit and if they were going to help you, you would already have quit.

My method, which I shall refer to as EASYWAY, doesn't work that way. Some of the things that I am about to say, you might find difficult to believe. However by the time you've finished the book, you'll not only believe them, but wonder how you could ever have been brainwashed to believe otherwise.

There is a common misapprehension that we choose to smoke. Smokers no more choose to smoke than drinkers choose to become alcoholics, or heroin takers choose to become junkies. It is true that we choose to light those first experimental cigarettes. I occasionally choose to go to the

cinema, but I certainly wouldn't choose to spend my whole life there.

Please reflect on your life. Did you ever make the positive decision that you wouldn't be able to enjoy a meal or a social occasion without smoking, or that you wouldn't be able to concentrate or handle stress without a cigarette? At what stage did you decide that you needed cigarettes, not just for social occasions, but that you needed to have them permanently with you, and felt insecure, even panic stricken, without them?

Like every other smoker, you have been lured into the most sinister and subtle trap that man and nature have combined to devise. There is not a parent on this planet, whether they be smoker or non-smoker, that likes the thought of their children smoking. This means that all smokers wish they had never started. Not surprising really, no one needs cigarettes to enjoy meals or cope with stress before they get hooked.

At the same time all smokers wish to continue to smoke. After all, no one forces us to light up and, whether they understand the reason or not, it's only smokers themselves who decide to light up.

If there were a magic button that smokers could press to wake up the following morning as if they had never lit that first cigarette, the only smokers there would be tomorrow morning would be the youngsters who are still at the experimental stage. The only thing that prevents us from quitting is: FEAR!

Fear that we will have to survive an indeterminate period of misery, deprivation and unsatisfied craving in order to be free; fear that a meal or social occasion will never be quite as enjoyable without a cigarette; fear that we'll never be able to concentrate, handle stress or be as confident without our little

crutch; fear that our personality or character will change; but most of all, the fear that ‘once a smoker, always a smoker’, that we will never be completely free and spend the rest of our lives at odd times craving the occasional cigarette. If, as I did, you have already tried all the conventional ways to quit and been through the misery of what I describe as the Willpower Method of stopping, you will be profoundly influenced by these fears and may be convinced you can never get free.

If you are apprehensive, panic-stricken or feel that the time is not right for you to stop, then let me assure you that your apprehension or panic is caused by fear. That fear is not relieved by cigarettes but created by them. You didn’t decide to fall into the nicotine trap. But like all traps, it is designed to ensure that you remain in it. Ask yourself, when you lit those first experimental cigarettes, did you decide to remain a smoker as long as you have? So when are you going to quit? Tomorrow? Next year? Stop kidding yourself! That way you’ll remain trapped for life. Why else do you think all these other smokers don’t quit before it kills them?

This book was first published by Penguin in 1985 and has been a bestseller every year since then. We now have many years of feedback. As you will soon be reading, the feedback has revealed information that has exceeded my wildest aspirations of the effectiveness of my method. It has also revealed two aspects of EASYWAY that have caused me concern. The second I will be covering later. The first arose from the letters that I have received. I give three typical examples:

'I didn't believe the claims you made and I apologize for doubting you. It was just as easy and enjoyable as you said it would be. I've given copies of your book to all my smoking friends and relatives, but I can't understand why they don't read it.'

'I was given your book eight years ago by an ex-smoking friend. I've just got around to reading it and can't tell you how great it is to be free. My only regret is that I wasted eight years.'

'I've just finished reading EASYWAY. I know it has only been four days, but I feel so great, I know I'll never need to smoke again. I first started to read your book five years ago, got half-way through and panicked. I knew that if I went on reading I would have to stop. Wasn't I silly?'

No, that particular young lady wasn't silly. I've referred to a magic button. Allen Carr's EASYWAY works just like that magic button. Let me make it quite clear, EASYWAY isn't magic, but for me and the millions of ex-smokers who have found it so easy and enjoyable to quit, it seems like magic!

This is the warning. We have a chicken and egg situation. Every smoker wants to quit and every smoker can find it easy and enjoyable to do so. It's only fear that prevents smokers from trying to quit. The greatest gain is to be free from that fear. But you won't be free from it until you complete the book. On the contrary, like the lady in the third example, that fear might increase as you read the book and this might prevent you from finishing it.

You didn't decide to fall into the trap, but be clear in your

mind, you won't escape from it unless you make a positive decision to do so. You might already be straining at the leash to quit. On the other hand you might be apprehensive. Either way please bear in mind: **YOU HAVE ABSOLUTELY NOTHING TO LOSE!**

If at the end of the book you decide that you want to carry on smoking, there is nothing to prevent you from doing so. You don't even have to cut down or stop smoking while you're reading the book, and remember, there's no shock treatment. On the contrary, I have only good news for you. Can you imagine how the Count of Monte Cristo felt when he finally escaped from that prison? That's how I felt when I escaped from the nicotine trap. That's how the millions of ex-smokers who have used my method feel. By the end of the book: **THAT'S HOW YOU WILL FEEL! GO FOR IT!**

Introduction

‘I’M GOING TO CURE THE WORLD OF SMOKING.’

I was talking to my wife. She thought that I had flipped. Understandable if you consider that she had watched me fail on numerous attempts to quit. The most recent had been two years previously. I’d actually survived six months of sheer purgatory before I finally succumbed and lit a cigarette. I’m not ashamed to admit that I cried like a baby. I was crying because I knew that I was condemned to be a smoker for life. I’d put so much effort into that attempt and suffered so much misery that I knew I would never have the strength to go through that ordeal again. I’m not a violent man, but if some patronizing non-smoker had been stupid enough at that moment to suggest to me that all smokers can find it easy to quit, immediately and permanently, I would not have been responsible for my actions. However, I’m convinced that any jury in the world, comprised of smokers only, would have pardoned me on the grounds of justifiable homicide.

Perhaps you too find it impossible to believe that it can be easy for any smoker to quit. If so, I beg you not to cast this book into the rubbish bin. Please trust me. I assure you that even you can find it easy to quit.