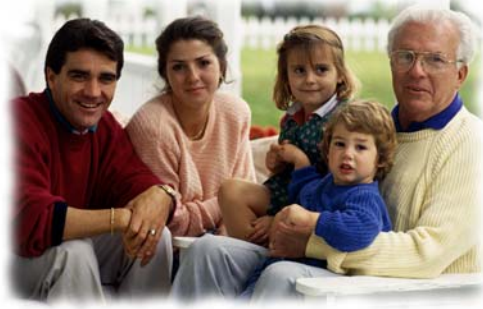


Buy more cigarettes. Or buy more time.

Big Price  
To Pay

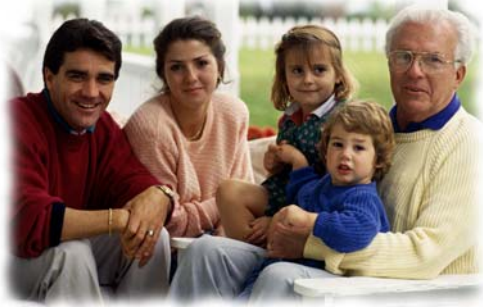


Priceless

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Priceless

## It's Your Choice

Smoking is a habit that affects your health as well as your wallet. Smoking and tobacco use are a leading cause of preventable illness and death in America.

The more money you spend on cigarettes and tobacco, the more money you may end up spending on treating your health problems down the road. So being hooked on cigarettes can raise health care costs for you and everyone in your health plan.

Make a plan to stop smoking. Then plan on living a healthier life and enjoying more time with your friends and family. For other ways to keep your health care costs down, see your Benefits Manager or visit [www.bcbst.com](http://www.bcbst.com).



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