



i Quit Smoking®

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i Quit Smoking®



**It's better  
to earn  
than burn.**



## i Quit Smoking

# THE CONCEPT

**Cigarettes kill!** It cannot be denied. Everybody knows it and most have seen the tragic impact on our friends and loved ones health and yes, even lives. Smokers are aware of their addiction and the difficulty in quitting.

Smoking is a global issue affecting all classes; the most common cause of death in industrialized world.

The smoking addiction has proven its ability to defeat willpower and common sense forcing smokers to either continue or to seek help. This is where the “**I QUIT SMOKING®**” (IQS) Team goes to work. Our IQS Treatment program is the help smokers are looking for. We have helped thousands to quit smoking using the patented **R.I.S.E.®** (Reflection Instrument Scanning Electro pulse) System; the results from several years of research and development. The IQS Treatment combines the newest of technologies (RISE®) and a unique personal support program, delivering unparalleled results of up to 90% success rate.

The IQS Treatment System is the basis for an ambitious International Network of **IQS Centers** with partners around the world. We are pleased to offer you the opportunity to join our global community and **become an IQS Partner**.





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# THE MARKET

What is the size of our market?

According to W.H.O. (World Health Organization), 30% of the world's population smokes, resulting in a potential market of more than **1.2 billion smokers!** Governments, society and families have declared war on the smoking epidemic, forcing record numbers of smokers to seek help to quit their addiction. To satisfy this enormous market we need a dedicated global network of at least **5,000 IQS centers.**

Consider the number of smokers in your city, region or country. The World Health Organization suggests that more than 60% of these smokers have tried to quit using methods ranging from nicotine patches to acupuncture. Most of these victims are our best customers. When willpower and medications don't work our personalized, interactive proprietary treatment method takes over, achieving victory where others failed.

The IQS Program is a one-of-a-kind opportunity for prospective partners to not only contribute to the world while creating an attractive income and building a profitable, **sustainable business.**





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# THE METHOD

The IQS method represents a perfect synergy between proven ancient sciences, modern technologies and one-on-one personal care. During an initial meeting the therapist records key indicators of the smoker's habit as well as personal information. This data is then programmed into the patented **R.I.S.E.® device** where the proprietary software creates an individualized program. Based on a well-respected practice of electrical stimulation on the ear lobes, called **Auricular Therapy**, the RISE® Device delivers a small electric current to key points on the earlobe releasing a flow of beta endorphins, a natural compound manufactured by the body, throughout the body, creating a sense of energy and vitality. The treatment session lasts about an hour and can be repeated in cases of severe addiction. The therapist thoroughly briefs the customer concerning the next steps to take in the treatment. The relationship developed by the therapist is continued for the next four to six months, supporting the ex-smoker through the re-adjustment period. Our studies reveal **success ratios of up to 90%**, in most cases with only one treatment. **The IQS method is natural, safe, fast and guaranteed.**





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# THE TECHNOLOGY

The IQS team has refined the **R.I.S.E.® System** through several years of professional research and development, combining the best of techniques developed over the past 2,000 years and state-of-the-art electronics. The result is a device that delivers a safe and highly effective application to smokers wanting to break their tobacco habit. The **R.I.S.E.® technology** and system are covered by International Patents and Certification Standards (CE, UL, FCA, FCC). The system identifies the key points on the ear of the smoker to be treated. The advanced software program computes the parameters for low intensity electric impulses in real time. Prompted by the computer, the IQS operator controls the "**Pod**", an intelligent hand-held probe, to apply the pulses to specific locations called meridian points located on the smoker's earlobe. The meridian points are critical as they are associated with specific areas within the body that have been proven to be linked to the effects of smoking. The resultant release of beta-endorphins serves to replace the effects of nicotine allowing the smoker's system to stabilize and reject the smoking addiction.





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# THE BUSINESS

Because of its unparalleled success rate our system has set new standards in smoking cessation treatments. Our patented technology, proven product and refined expertise will keep us ahead of the competition for years to come.

The **IQS Team**, an experienced, professional group of international businessmen and women are leading us through a global expansion, creating an international network with unbelievable potential.

We are actively seeking partners to participate in this growth and capitalize on the immense potential opportunity through franchising and licensing opportunities in **U.S.A.** as well as worldwide.

Our staff is dedicated to the support of our enterprise partners from start-up through full operations. Our support programs include technical, professional and sales training, operators' manuals, start-up advice, assistance in financing, brand advertising, promotional tools with a consistent corporate message, and business consulting to ensure our partners' commercial objectives is continuously achieved.





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# EARNING POTENTIAL

In today's market it is important to select a business with sound fundamentals, good profit potential and expansion opportunities. That's why we made joining the IQS program **simple and easy**.

Minimum initial investment funding is required. Legal, technical, commercial assistance and communication strategies have been developed for the U.S.A..

INCOME PER CENTER		Day	Month	Year
1 treatment/day	US \$	400	11,200	134,000
2 treatment/day	US \$	800	22,400	268,800
3 treatment/day	US \$	1,200	33,600	403,200
4 treatment/day	US \$	1,600	44,800	537,600
5 treatment/day	US \$	2,000	56,000	672,000
6 treatment/day	US \$	2,400	67,200	806,400





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# BECOME AN IQS PARTNER

If you want to invest in your future, if you want to find a sustainable business in which you are your own master, **contact us** and we will forward information regarding Licensing and income potential for the U.S.A..



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