



On World No-Tobacco day, Loop Mobile launches an automated messaging mobile-health service to help subscribers quit smoking.

Mumbai, Date:31st May 2011: Loop Mobile (India) Ltd. today announces the launch of the **QuitSmoke Tips** Service for its subscribers who want to give up smoking. They can now get text messages and tips that motivate and prompt them to perform day to day actions that will help them quit smoking. It is an ideal service for those who have recently made a resolution to stop smoking. **To subscribe to this service, subscribers must send “QS” to 50505 (prepaid) or 50800 (postpaid). Charges of the program are Rs 10 per week.**

This service is being provided in association with **PurpleTeal, Inc.** a US based health messaging services provider. For a small fraction of the cost of a pack of cigarettes, subscribers can get assistance to help them stop smoking and develop long term smoking avoidance habits. The total service is of 24 weeks duration, with an initial phase of 8 weeks, followed by two additional 8-week phases.

Cigarette-smoking is pervasive – more than 20 percent of males in the 20 to 60 age group are smokers. While this is so, many are also trying to quit because of: (a) making a New Year, birthday or other Resolution, (b) increasing bans on Smoking in Public Places, (c) experiencing some ill effects of smoking, (d) seeing ill-effects of second-hand smoke on Children, (e) getting pressure from Spouse, Employer or Doctor, and so on.

It takes significant motivation to first quit smoking, but even for motivated people, it is very difficult - without some day to day hand-holding and encouragement. This is where PurpleTeal's QuitSmoke Tips service program comes in...

The unique QuitSmoke Tips service embeds the principles of awareness, preparation, action and repetition in order to ultimately delink smoking from triggering events and to form new smoking-avoidance habits. The program also focuses on reinforcing the new habits and offering hints and tips to avoid smoking triggers. The service sends daily SMS messages with hints, tips, information and alerts to help smokers stay focused on quitting, and on dealing with cravings, urges and withdrawal symptoms, as well as tips and hints to avoid triggers and remain smoke-free.

