



“I USED TO SMOKE A PACK A DAY,
BUT **BEING A DAD** MOTIVATED ME
TO USE **♥ TO STOP**. THERE ARE
HUGE BENEFITS TO QUITTING, BUT
THE BEST PART IS **FEELING FREE.**”

BART, 36, SWITZERLAND



USE **♥ TO BEAT** 
For society, your loved ones and you

AstraZeneca 

Boehringer
Ingelheim Lilly

Pfizer

IN PARTNERSHIP WITH

#UseHeart #WorldHeartDay