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GP & Founder of Vape Escape

The Last Puff'

**A PRACTICAL GUIDE TO QUITTING
VAPING FOR GOOD**



The Last Puff

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The Last Puff

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Dr Marc Picot

The Last Puff

2025

This book is written for my mother. My rock during times of hardship, and without her, I don't know where I would be today.

Thank you eternally, Mum.

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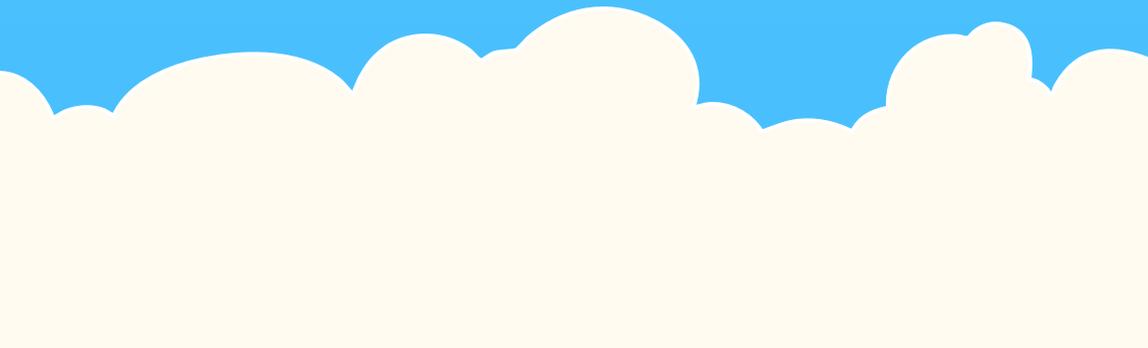
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Even by reading this,
you've taken
the first step.
That's courage.

”



Foreword

If you're reading this book, chances are you've made the decision to quit vaping. So the first thing I want to say is congratulations. Whether you've been vaping for several years, or just a few months, a vaping addiction can take its hold quickly and be very difficult to break.

Even by reading this section, you have taken the first step in your journey in becoming vape-free. Often in life, taking the first step is the hardest, but most important, hurdle to overcome. And you have taken that step.

It will be one of the best decisions you've made. Here's why.

Compassionate and Judgment Free

This book is written in a very compassionate, non-judgmental way. There will be no scaremongering, use of false statistics, or guilt-tripping.

Firstly, on a personal level, I've been there – exactly like you. A vaper, desperate to quit, and seeking a supportive form of help. So I get it.

I know the commonest thoughts, doubts, fears, and barriers to quitting, as I've experienced many of them myself conducting thorough research into what will help vapers to quit.

I'm here to break down each and every one of them and be behind you all the way. You deserve nothing else.

Secondly, as a Doctor and Health Coach, I pride myself on providing only credible sources of information and pieces of practical advice that are proven to work.

On that note, I also know that evidence shows the use of scaremongering and forcing people into doing things they don't want to do doesn't work.

Rest assured, there will be none of that from me.

The Last Puff is here to support you. To walk with you through how to manage every craving, explore and settle doubts, and take a step-by-step approach to how you'll approach quitting, with options along the way for you to explore and find what works for you.

It's a guide written from personal experience, built around compassion, and based on up-to-date evidence on science and psychological techniques to give you the best chance of success.

Throughout the book, the terms 'e-cigarettes' and 'vapes' will be interchanged, as they're the same thing.

Who This Book Is For

This book is written for any vaper, no matter how long you've been vaping, if it's your first or fifth attempt at quitting, you're just contemplating whether to quit, or are serious about the desire to succeed.

It's for those who have looked for help elsewhere and not found any credible, reliable source of help, or indeed any form of help at all.

What This Book Will Give You

You're going to learn:

- What makes vaping so addictive (it's not just the nicotine).
- Why quitting is so hard – and how to make it easier.
- How to manage cravings with multiple distraction techniques used successfully in addictions of any kind.
- How to replace the habit, not just remove it.
- What to expect in your first thirty days and how to get through them.
- How your life will look and feel as an ex-vaper. A life of fulfilment.

You'll get reflection prompts, tools, strategies, and simple exercises. But most of all, you'll get constant support and assurance that you can and will do it.

Why I Wrote This

Two years ago, I started vaping to help treat a side-effect of a medication I was taking at the time for depression, a side-effect called akathisia.

A desperate man in a desperate situation, after trying multiple drugs to treat myself, I found a scientific paper showing that nicotine helped.

Not only did it not help me, it made my depression worse, and I was fully addicted in a week. I was vaping from morning to night, constantly craving more, and vaping in the toilets of restaurants.

At the time, I felt ashamed, guilty, and trapped. But now that I'm free, I can see that I was shackled by the third most addictive drug known to science, exhibiting stereotypical behaviours of someone suffering from addiction.

This doesn't mean lacking willpower, this means changes that have happened within the brain that lead you to do things you wouldn't normally do. Addiction is a medical condition, one that can be treated, and not something to be ashamed of. It can happen to anyone, at any time.

My addiction continued for six months, at which point I decided I needed to quit. I began my search for help. What I found, or didn't find, deeply

concerned me.

I started on the internet. I couldn't find anything of decent quality that I believed could help me. It was either far too basic and lacking in anything of proven benefit, with nonsensical statistics I knew weren't true, or inflated outcomes to get you to spend your money.

Then I turned to my local smoking cessation service, who didn't have any knowledge or experience of vaping and were of little help.

I looked at mobile phone apps and found them all poorly designed, not created by healthcare professionals, and mainly focused on tracking tools with no valuable content on how to navigate the withdrawal phase.

Does any of this sound familiar to you?

This is why I wrote *The Last Puff*. To fill the void in the scarcity of resources currently available to the people who are taking the brave move in reaching out for help but are being let down by the lack of anything currently available.

I'll be with you every step of the way.

Dr Marc Picot MRCGP

Founder, Vape Escape

GP | Health Coach | Ex-Vaper

Chapter 1:

THE VAPING ILLUSION

1. The Story of Vaping

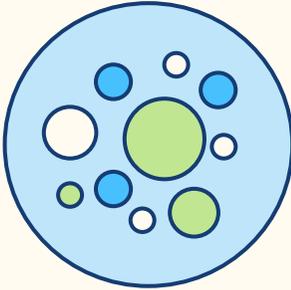
Invented by a Chinese pharmacist in 2003 after the loss of his father to smoking-related lung cancer, the e-cigarette was born. A heavy smoker himself, he struggled to quit using conventional methods and sought a less harmful alternative to traditional cigarettes. His invention was a battery-powered system to vaporise a nicotine-containing liquid, mimicking the sensation of smoking without the harmful effects of smoke.

In slightly more than a decade, by around 2014, vaping moved from a niche product to help smokers, to a global trend. Sleek designs, fruity flavours, and tech-savvy marketing made it feel less like a device designed to help smokers quit and more like a lifestyle accessory.

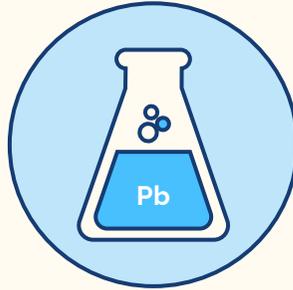
For many, vaping started as meant for its proper purpose as a healthier alternative to smoking. For others, it was because of heavy marketing, peer influence, or the ease of access at your local convenience store. And for millions of young adults, it quickly became a daily habit without ever really feeling like one – the hallmark of addiction.

But behind the branding, flavours, and convenience is something much less appealing; a powerful, highly addictive drug designed to keep you constantly needing more.

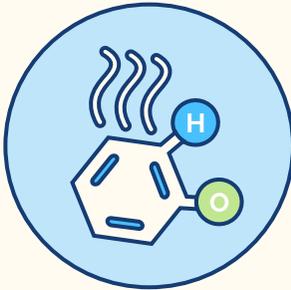
2. Vaping vs Smoking: The Myth of Safety



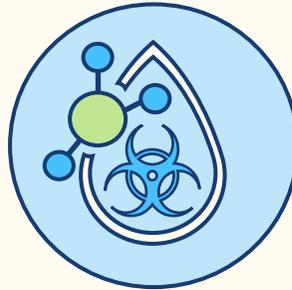
ULTRAFINE PARTICLES



HEAVY METALS

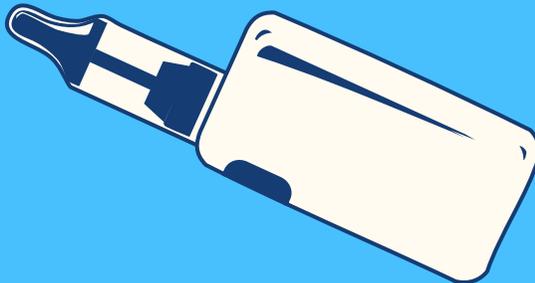


VOLATILE ORGANIC
COMPOUNDS (VOCs)



FORMALDEHYDE

WHAT'S IN VAPE AEROSOL?



If we're talking about certain known cancer-forming chemicals and tar that cause physical health risks like lung and heart disease, vaping has so far not been shown to be anywhere near as harmful as smoking. The most important words of that last sentence? *So far*.

Despite its commercial availability for over a decade, very little research has been put into the health risks of vaping. Why?

Because funding and resources are all still being poured into quitting smoking, neglecting the millions worldwide who are addicted to vaping who have never smoked cigarettes, including children and young adults.

It's unacceptable, given the ease of which vapes can be purchased and the aggressive marketing tactics used by vaping companies towards young people.

Furthermore, many of these companies now have large shares bought by tobacco companies knowing that smoking is on the decline, greedy for profit at the expense of human health.

We have a saying in medicine. 'The absence of evidence does not mean evidence of absence.'

What does that mean? Essentially, because of the fact we have no solid evidence about the harms of vaping, it may well be because we haven't studied it enough yet. We don't have the evidence that may emerge if studies were actually done.

Let's be clear – although vaping is less harmful than smoking, this *doesn't* mean it's harmless.

Vapes deliver nicotine (often in even higher doses than cigarettes), along with a multiple chemicals, artificial flavours, and ultrafine particles. The long-term effects? Still being studied. But we already know enough to be concerned; cases of vaping-related lung injury, increased anxiety, elevated heart rates, and signs of airway inflammation have all been documented.

A cigarette has a natural stop point. A vape doesn't.

Fact

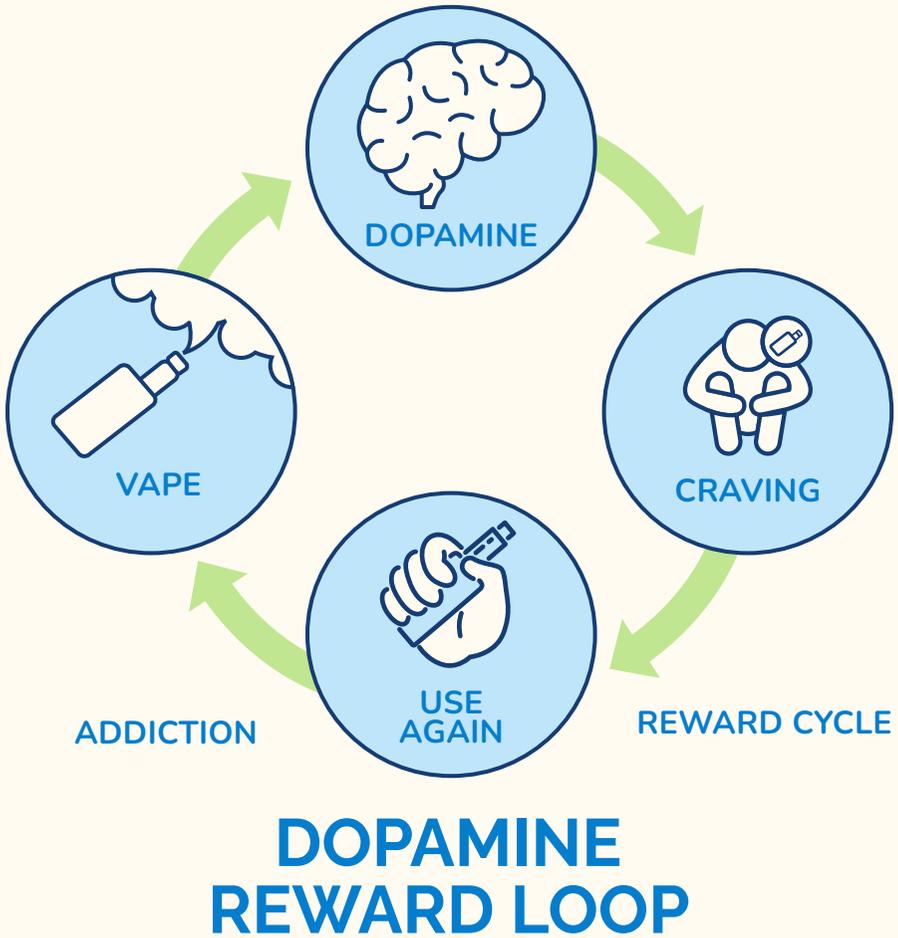


Vapes don't actually produce 'vapour', which is a clean gas, like steam from water. They produce an aerosol, a mixture of tiny liquid and solid particles.

Vape aerosol contains:

- Ultrafine particles that reach deep into the lungs.
- Heavy metals (like nickel, tin, lead – from the device coil).
- Volatile organic compounds (VOCs).
- Cancer-causing agents (like formaldehyde).

3. The Hook: Nicotine Dependency by Design



Did you know: Nicotine is the third most addictive drug after heroin and cocaine.

With sleek disposables and high-concentration nicotine salts, one device can deliver the same amount of nicotine as an entire pack of cigarettes. That means just a few puffs can start to change how your brain works – it can really be that quick. So don't be harsh on yourself if you're struggling to quit. Now you know why.

Nicotine binds to receptors in your brain, giving you a rush of dopamine called