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Mena Suvari. No cigs but sexy and she tastes like roses....

BACK in the chilly UK the government is planning to put another nail in the smoker's coffin, not that they need any help, as anyone who has known a lung cancer victim will tell you. Soon bars in Britain will be smoke free, except for smokers cubicles designed to be as claustrophobic and unpleasant as possible. If there is any trend we at the Craze can say is absolutely out of style we would have to nominate smoking.

Yet what if stopping smoking could be as pleasant as a stroll on the beach in the moonlight, with no cravings or weight gain and success virtually guaranteed; would you do it?

When we think about it, smokers are strange people: they spend hard earned money on something that will probably kill them, makes them smell, ensures they are referred to as 'losers', and guarantees their rating in bed is not that good either.

For smokers, sadly, the best part of a delicious meal is often 'ciggy time', waking up in the morning with none in the house brings on a cold sweat, as does having to answer the phone without one. Quitting is not for the faint hearted; it takes courage to undertake such a massive change in life; just like getting married, becoming a parent, or moving to another country.

Some smokers believe they are addicted to a super drug with powers that outstrip even heroin or cocaine: they marvel at heavy users who travel 24 hours on a non-smoking long-haul flight to Australia and by some miracle survive, and at others with flu, who, as if by magic, all of a sudden lose their so-called addiction to the super drug for three or four days and then, just like something out of a Peter Pan Movie, can turn it on again when required. It's all quite amazing!

Others believe they have a habit so strong it could never be broken or changed: they can

easily change the side of the road they drive on, and the direction they negotiate roundabouts. These habits of course, can be changed in a heartbeat, but not smoking. But the fact is that any habit can be changed, so long as the desire to change is strong enough.

So when you do fancy your chances of stopping, what's the way to go? Many try to do it on the cheap, by going 'Cold

Turkey'; it costs nothing and is a cool way to quit. Admittedly it doesn't work that well, but it can be fun. If you're a bargain hunter you could try pre-opened packets of Nicotine Replacement Therapy patches - one sometimes sees them at car boots sales, or on the web being sold by unsuccessful smokers. They are usually cheaper than buying them from a pharmacy and certainly better than coughing yourself to death.

Always steer well clear of professional therapists and their modern, air-conditioned clinics: they are an expensive option and you always need two sessions to make it work. The sessions are hard to organise and always seem to get in the way of your social life, and anyway therapy is for wimps, right? Sure it's the most successful method of quitting, usually with very few, if any, cravings or weight gain, but it's not cheap. Anyway, even if they have thousands of hours of clinical experience successfully helping others to quit, you can do it yourself, cheaper right?!

Go to your local bar this weekend - you're sure to meet loads of smokers who have unsuccessfully tried the Cold Turkey or Patches methods; there might even be a few patches for sale. It's funny though, you will meet very few who used the therapy method and continued to smoke. Some of them may even have been clients at Elite Clinics, the most successful stop smoking clinic on the Costa.

Why not delight and surprise your partner next weekend, let them kiss a non-smoker, on the beach, in the moonlight. Let that person be you...

All therapists at Elite Clinics are registered with both the British Institute and the American Board. As well as being specialists in Smoking Cessation, they are experts in Weight Control and Panic Attack Psychology. Elite Clinics, Fuengirola. 951 311 591, www.eliteclinics.com



Madonna smoking looks sexy, but she tastes awful!