

Guys,  
**UNHEALTHY BEHAVIOURS ARE COSTING YOU MONEY,  
 LOTS AND LOTS OF MONEY  
 OVER YOUR LIFETIME**

**1 DRINK / DAY**  
**\$505,000**



**5 DRINKS / DAY**  
**\$3,260,000**

**5 CIGARETTES / DAY**  
**\$969,000**



**40 CIGARETTES / DAY**  
**\$4,562,000**

**70 EXTRA LBS**  
**\$239,000**



**150 EXTRA LBS**  
**\$806,500**

**Out of pocket expenses + ↑ insurance if invested =**

ANYWHERE FROM  
**\$1.7 MILLION to \$8.6 MILLION**  
 (LIFETIME COSTS)

**Think about what you could do with that money**

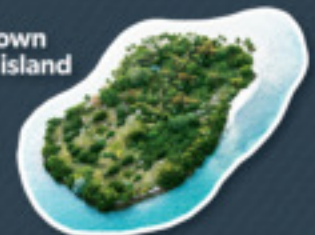


6.8 trips to Outer Space  
 on Virgin Galactic



A sweet pot of savings  
 for your retirement

Your own  
 private island



A brand new car every  
 year for 45 years



A luxury vacation every  
 year for 45 years